PRINTERS

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CXXXI, No. 5

NEW YORK, APRIL 30, 1925

10c A COPY

B. A. I. S. 1923 with N. W. Ayer & Sor

Leadership in two short years

Just two years ago this month the first "Canada Dry" advertising appeared in the newspapers of this country.

Two years! A mere day in the lifetime of a business! Yet in that short space of time, "Canada Dry" has won its way from scratch to a position of leader-ship in the beverage industry.

Such success is a tribute not only to the product itself, but to the soundness of the merchandising plans which introduced it to the trade and the advertising which introduced it to the public.



The advertisements have been more widely quoted than any other beverage advertisements in recent years; many people have written very kind words, indeed, regarding the illustrative treatment.

That's fine and we like it, but after all there is only one test of the value of an advertising campaign. And that's not how clever it is, or how pretty, or how nicely set, or how well balanced, but — "Does it sell the goods?"

The "Canada Dry" advertising does and that's why we're all so proud of it.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

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An Unequalled Dealer Influence



THE WISCONSIN AGRICULTURIST

THE AMERICAN AGRICULTURIST

WALLACES' FARMER THE BREEDER'S GAZETTE

HOARD'S DAIRYMAN THE NEBRASKA FARMER THE PACIFIC RURAL PRESS

OHIO FARMER MICHIGAN FARMER PENNSYLVANIA FARMER

MISSOURI RURALIST
KANSAS FARMER & MAIL
& BREEZE
THE FARMER, ST. PAUL

THE PROGRESSIVE FARMER
THE PRAIRIE FARMER

NOTE: Individual representation of the Capper papers continues as formerly but the Capper organization co-operates with the Standard Farm Paper organization in selling combination business. Invoices for unit business (one order, one plate, one bill) will be randered from Standard Farm Papers, Inc., Chicago, or Wallace C. Richardson, Inc., New York.

TWO important factors should be taken into account when you buy farm paper circulation: (1) its influence on the farm public, and (2) its influence on the dealers who sell, or should sell, your products.

There is no other publication or group of publications in the farm field in which your advertising dollar can buy such powerful and widespread dealer influence as in

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STANDARD FAREM UNIT

The reason is obvious. Each publication of the group is edited for the hundred counties or so in which it circulates. Its influence is local. The dealers within its territory have a sense of ownership in it. Thousands of them are subscribers—cream circulation for you.

And all of the individual publications of the Unit are doing extensive promotional work among the dealers for the benefit of their advertisers—through the trade journals, direct-by-mail, or through personal contact; added value without additional cost to you.

Circulation, 2,000,000
One Order—One Plate—One Bill
We'll gladly give you details of circulation and

STANDARD FARM UNIT

Standard Farm Papers, Inc. Wallace C. Richardson, Gen. Mgr. 307 No. Michigan Ave., Chicago Wallace C. Richardson, Inc. 250 Park Avenue New York

San Francisco, 547 Howard Street

PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Pas., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Ast of March 2, 1879.

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NEW YORK APRIL 30, 1925

No. 5

How Does Advertising Benefit the Final Consumer?

A Discussion of a Subject upon Which More Light Is Always Welcome

By Roy Dickinson

THE subject of this article will probably provide the keynote of the Houston convention of the Associated Advertising Clubs of the World next month. C. K. Woodbridge. chairman of the gen-

eral program committee, pointed out some time ago that it is not necessary to show advertiser what he gets from advertising. "He knows what he gets and is always searching for new light. But how about the public on the sidelines? Let's tell the story in terms of how the public benefits from advertis-

It is a good thing for the Houston convention to lay special emphasis upon this neverending subject.

There have been two articles in PRINTERS' INK recently which showed how much interest there is in it. One of them was called "When Mr. and Mrs. Public Question Your Advertising," in the December 4, 1924. issue. It contained a letter from the president of a big company to one of his customers who questioned the

value of advertising. Another article in the January 15, 1925 issue quoted F. D. Waterman, president of the L. E. Waterman Company, maker of fountain pens, and Walter L. Willis, vice-president of

the Three - In -One Oil Company. regarding ways in which thev answer consumers who doubt that advertising is of real economic service to them.

Both of these articles brought many letters in reply. Some of them were from presidents of great manufacturing concerns who gave facts, figures and opinions to prove that advertising had helped them turn out more of a better product,

at the same or a reduced cost than before advertising. Others were from consumers who either agreed with or differed from the statements of the company officials mentioned above, or they were somewhat cynical letters from men in the advertising business.

It is to this latter class of letter I wish to call particular attention

"Can you send me a list of articles that have appeared in PRINTERS' INK dealing with the old and much discussed question: 'Who pays the advertising bill?'"

The query is raised by the Standish Advertising Agency in a letter—one of several received every week—to the Research Department of Printers' Ink. The phrase "old and much discussed question" is very properly applied to this subject. Perhaps no other question concerning advertising has been asked with such frequency and argued with such persistency. And the last word is yet to be said.

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in this article. Here are two of them. I would like you first to read carefully the letter from a man who, as he says in his letter, depends for his bread and butter on advertising. Yet he is worried about the tooth-paste business, as his letter clearly indicates.

"It is seldom that I get so far behind in PRINTERS' INK as I am today," he said. "I find myself looking over, among others, the January 15 issue in which I find your article as to whether advertising pays the consumer.

"I like a publication which does not hesitate to discuss such a difficult personal question as this. Of course, advertising is my bread and butter and I want to see all of it there is. But, personally, I find that I am among a large and growing crowd of consumers who question the reassuring statements of advertisers and advertising men that advertising by increasing production lowers manufacturing cost and the cost to the consumer.

"There is always in my mind the very simple example of toothpaste. I see in nearly every issue of the magazines large and expensive advertisements of several brands, each having about the same merit and each selling for about the same price—around forty cents a tube. They are advertising for two things, I assume—one to develop new users and, two, to draw away patronage from some of their competitors.

"I don't doubt that advertising has had something to do with developing new users of tooth-paste but I can't help but believe that the chief aim of Pepsodent's advertising is to steal Colgate's customers. If I could see any indication of a reduction in price as a result of all this activity I, of course, would feel much better about it, but unfortunately I know that a tube of tooth-paste costs less than five cents to make. Its distribution, of course, costs con-siderable; but if the facts were known, I assume that the advertising cost is its biggest item of selling expense. As a result of all this I continue to pay my forty cents for a product which costs

less than five cents and I can scarcely believe that without advertising it would cost over forty

"Of course, the same thing is true of a number of other products. At the same time I feel that I am warranted in complaining about the one item of expense which is called so blatantly to my attention every week, and that is advertising. The fact is that I don't think that the advertising which Pebeco has done has helped at all to lower its cost to me and I would feel much better about it if the advertising men would not try to mislead me into believing that it has or will. What I mean is that I think advertising salesmen and agents and the entire profession would do well to eliminate from their minds and arguments the idea that a great volume of advertising means a reduced cost to the consumer. I don't think so."

ADVERTISING COST IS SMALL

PRINTERS' INK has published in the past a long list of articles giving facts and figures to show that the total cost of advertising amounts to but a very small fraction of the delivered cost of each one of the final products when it gets to the consumer. The California Fruit Growers, for example, spend a large sum of money each year in advertising. In thirty-six periodicals of national circulation alone it amounted to more than \$300,000. Yet the total cost of the advertising amounted to but four cents per box of oranges. The total cost of marketing with the expense of advertising added amounted to but 2.49 per cent of the delivered value of the fruit. This is said to be less than the cost of marketing alone for any other perishable food product of national distribution. Certainly, if there were no advertising the consumer would not get this particular fruit for any less.

The total cost of advertising a single can of a well-known advertised soup to the ultimate consumer is .0017 of one cent. But without going into any more facts and figures let us now consider the

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FOR almost a century Grand Detour Steel Plows have been familiar and invaluable tools wherever sticky soils have called for an easy-scouring mold-board.

Founded at Grand Detour, on the Illinois River, where it built the world's first steel plow—moving to Dixon nearby when the railroad came through—growing steadily through prairie-breaking days and keeping step with the latest in tractor farming, here's a plant that hasn't missed a payday in close to ninety crowded years.

The McCann Company is proud, and justly so, of its ten-year connection with Grand Detour Plows. It's an honest story we have had to tell—one of honest workmanship and well-earned prestige. A welcome opportunity for "Truth Well Told."

THE H.K.M°CANN COMPANY

Advertising

NEW YORK CHICAGO CLEVELAND LOS ANGELES SAN FRANCISCO MONTREAL DENVER

letter from another standpoint. I do not believe that the man who wrote this letter pays for the advertising of a product any more than he pays for improved machinery in the factory which increases production and so cuts down the cost of each product. Whether or not all of the saving due to improved machinery or to the reduction in overhead per product caused by the increased demand due to advertising is passed on to the consumer is a matter of management entirely. Certainly advertising is not a cureall in the matter of reducing the price to the final consumer. Properly used and tied up closely with sales and production policies, it does increase production and effect economy both in production, sales and distribution. Some manufacturers have been known to make an increased profit on a reduced price. Other manufacturers, realizing that a small profit on a production of 720,000 items, for example, is greater than a large profit on 6,000 items, have continually reduced the price to the consumer. Price reduction has been used to lower the sales resistance at the counter.

In the matter of tooth-paste itself, let us consider one or two other points. I am now using Pepsodent. At the local drug store yesterday I bought a tube for forty-five cents, which is the regular selling price in that store. Then I took a short walk across the street to a chain drug store and found that I could save money. At this store Pepsodent sells regularly for 34 cents instead of 45, Pebeco sells for 34 cents, Forhans for 37, Squibbs for 39 and, a new one to me, Acident for 33.

All of these brands were displayed prominently on the counter with a cardboard sign above each one announcing the cut price. In this particular case I happen to be a consumer who has been stolen away from another brand for the time being. Yet it occurred to me as I bought the tube that if Pepsodent wasn't spending a great deal of money in advertising it would be doing other things to compete with other tooth-paste manufac-

turers. Surely the writer of this letter does not mean to suggest that the manufacturer of toothpaste should be carried on by a giant, benevolent trust under Government supervision, which would distribute tooth-paste to as many people as possible at presumably a

little over cost.

I happen to know that this man is not in favor of Government ownership or control. He believes, then, in competition. Pepsodent competing with the other toothpaste manufacturers might, if it did not spend money in advertising, maintain a great sales force going about the country with large traveling expenses and hotel bills. As a matter of fact, Pepsodent does not use a sales force. Advertising has proved its power to get national distribution for this product and makes it possible for me to go either to my local drug store or a drug store in Houston, Texas or one in Boston, Mass., and be assured of the same product I have become accustomed to use. The writer might say that other tooth-paste manufacturers do use salesmen in addition to their advertising expenditure which explains Pepsodent's large income figures. Yet this tooth-paste buyer may, if he wishes, buy a tube of Colgate's tooth-paste for either ten cents or twenty-five. There are plenty of other competitive choices for him. Only today I saw an advertisement for Listerine toothpaste which, after pointing out the various advantages of brand, says: "Finally, Listerine Tooth-Paste is sold at a price that fair-large tube twenty-five cents—the right price to pay for a good tooth-paste." No one forces anybody to buy any particular product at a certain price-That is why competition exists and why new leaders are constantly appearing in every field of industry.

BUYERS MAKE THE PRICE

In modern competitive industrial life the buyer fixes the price of all products. As Wadill Catchings recently pointed out in the Vale Review, "Except in the unusual case of monopoly, it is the

Where every advertisement is placed in "preferred position"

I N The American Needlewoman every advertisement has preferred position! Even though the advertisement is not a full page.

Why? . . . Because the 650,000 women who read The American Needlewoman not only study the editorial pages for definite needlework information, but they also read its advertising pages to learn how to spend the 85% of the family income which they control.

Women who sew are women who eat, who wear good clothes, who live in homes, who have the desires and needs of all women, which they satisfy through products advertised in their favorite magazine.

THE AMERICAN NEEDLEWOMAN

650,000 Women Readers

WILLIAM F. HARING, Advertising Manager 270 Madison Ave., New York City Telephone: Caledonia 8002

W. H. McCurdy, Western Manager 30 No. Dearborn St., Chicago, Ill.

buyer who makes the price. By the buyer we mean the man who buys for final consumption. The seller merely fixes the price at which goods are offered; the buyer fixes the price at which they are Every day is election day; every buyer is a voter. With his dollars, the buyer votes to keep in office only those who make what he wants and offer it at a price he is willing and able to pay. At this very moment buyers are deciding which makes of automobiles are to be allowed to continue producing, and which of the two hundred and more makers of tires, five of whom could supply the total demand, are to go out of business. So the tooth-paste buyer who wrote this letter and the millions of other tooth-paste buyers are themselves deciding which of the hundreds of tooth-paste makers are to make profits and how much they will pay for the brand they choose at the drug store counter.

The writer who has been quoted says that he knows the cost of making tooth-paste is five cents.

Knowing something about the tooth-paste business, I am inclined to doubt this statement. Take the price of tubes alone, for example. The cost of the raw material, tin, has varied between fifty and sixty cents a pound since the war. Since a gross of tubes contains at least four pounds of raw tin, to which must be added the labor cost and overhead of turning it into tin tubes, the plain, undecorated tin tubes which contain the paste cost alone between two and one-half to three and one-half cents. Then comes the cost of decoration, labeling, wrapping and packing, with their labor There is another appreciable cost. Add to those costs that of buying the raw material from which the tooth-paste is made, and there are several, the labor cost of filling and capping each tube before it is placed in its box and carton, and we arrive at a factory-door cost of more than five cents.

But availability is an item in any product. Tooth-paste doesn't do the buyer any good at the factory. Its real cost to him is put down on the shelf of the nearest drug store so that he can get it at any time he wishes at the same price and always of the same quality. Words such as cost, overhead, volume, distribution, should be analyzed carefully before a price label is attached to them.

It is difficult to arrive at the absolute and real cost of any product. Adding the cost of selling and distribution to the factory cost, and we will come to a cost of nearer twelve cents than five cents. Certainly the cost of a tube of tooth-paste with everything considered, is far more than five cents. Jobbers and retailers also make a profit on each tube.

Of course, the big companies which manufacture and sell toothpaste also make a profit. That is why so many new manufacturers enter the field, and the field is always open. Other things being equal, a firm which makes a big profit is rendering a big service. As Owen D. Young, chairman of the board of the General Electric Company, suggested a short time ago, the Government, instead of investigating continually businesses which make a big profit, might spend some time inquiring into the whys and wherefores of those businesses which do not make any profit at all. A user of raw material, capital, and labor should render a service and is entitled to a profit for it. As a matter of fact, the man who produces a good article at a price which consumers will pay in the competitive market can't help making a profit. If anyone else can render the service more efficiently and deliver as good a product at a lower price, the field is always wide open for him to enter the lists.

Now let us take a look at a letter which refers to the same article, in which F. D. Waterman told how he had been a consistent advertiser for more than forty years, starting with an appropriation of \$68. This appropriation, Mr. Waterman said, "Convinced us that advertising could be charged to selling expense without increasing the actual percent age of selling cost." That is a

age of selling cost." That is a (Continued on page 148)

An acorn doesn't jump into an Oak in one year.

Newspaper circulations of value do not come swiftly.

In Brooklyn, the Standard Union is slow but sure.

R. S. R. Shinesman

And Now the Police Are Advertised

Conversely, the Criminal Is Made to See the Odds Arrayed Against Him by Graphic Car Cards

In the subway cars of the B.-M. T. lines running through Manhattan and Brooklyn, in Manhattan surface cars, and in suburban trains out of the city, there is now appearing an unusual series of advertisements. It advertises the organization, strength and ceaseless persistence of the police in Greater New York, and emphasizes the odds against the law breaker.

\$50,000 at the last session of Congress for advertising to win the public over to prohibition enforcement, but the New York Police Department seems to be first in actually staging a law-and-order campaign.

It is a curious situation, but a true one, that the great citizenry called "the public" appropriates millions of dollars for police and the enforcement of the law—and



COPY IN THIS VEIN IS PLANNED TO CONVINCE CRIMINALS THAT THEY HAD BETTER REPORM

"You can't win!" is the slogan, brought out dramatically in picture and argument. Four cards already have appeared, and there will be about eighteen in the series.

At first glance, it might seem as though the New York Police Department had appropriated some money for an advertising campaign. The truth is that Barron Collier, who is a deputy police commissioner specializing in traffic safety problems, has donated both the space in the cars he controls and the cards and inaugurated one of the first advertising campaigns in the interest of law and order. Incidentally, Uncle Sam appropriated

then ranges itself upon the side of the criminal. The latter's exploits are played up in newspapers every day, along with the delays, mistakes and failures of the police. On the stage and in the movies, the balance of sympathy is always with the criminal, and the policeman is often a comic character. The criminal's flashy exploits attract wide attention, while the quiet, patient and usually secret work of the policeman and the detective seldom makes good "copy."

"The criminal is always the hero, and the cop is always the boob!" has come to be the philosophy of the patrolman and the detective. They accept it as a

To a manufacturer of radio receiving-sets



who wants to stay on top

3

RIGHT now most radio-set manufacturers are in a difficult position. They hesitate to attempt any very aggressive action because of possible radical developments in the industry. A radio product that is doing well today may be out of date tomorrow.

This fact is clear: If any manufacturer can benefit by competent advertising and sales counsel today it is the radio manufacturer. To keep on top of the heap, he must have competent guidance as to the immediate conditions and future trend of this wonderful new industry. He must work with facts and not with rumors.

Since 1921 this agency has been in close touch with radio. Some

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of the first advertisements ever run in the New York newspapers on radio were prepared by us for our cient The Manhattan Electric Supply Company, makers of Red Seal Dry Batteries and one of the largest wholesale distributors of radio products.

To you, a radio manufacturer who wants to stay on top, we say this: We know radio. We believe in facts first, then advertising. We have the research facilities that you need to keep you constantly informed of ever-changing conditions.

Because we have this definite knowledge and equipment, we invite your further inquiry.

Joseph Richards Company, Inc. An Advertising Agency Established 1874. 247 Park Avenue, New York City. Member American Association Advertising Agencies. hard but unavoidable condition of

their work.

"Regarding this anti-crime campaign," said Mr. Collier, "it arose out of an old idea of mine that we should do something in publicity to offset the unjust and unfavorable comments against the Police Department. We felt that by visualizing the responsibilities, hazards and dangers of the work which policemen constantly face, we would counteract some of these false impressions, and improve the mental attitude of the public toward the police. Our Major Fentress suggested crime prevention as an interesting propaganda, to try and sell the young and budding wrong-doer upon the futility and unprofitableness in crime. We cannot influence the hardened criminal, but the young mind can be trained to think and see the other side, which is not alluring, and we are hoping for good results through such suggestion. I should like to see the idea carried further, for I am wholly sold on it as being beneficial to the public, the police, and those wayward creatures whom we seek to help."

Bassick Advertises New Product

The Bassick Company, Bridgeport, Conn., manufacturer of casters, is using business papers to advertise a new product, Bassick Feltoid tips. These tips are made of felt and are fastened on the ends of table legs like casters. They protect the floors and are noiseless. Trade papers are being used.

Will Represent Mason City "Globe Gazette"

Cone, Hunton & Woodman, Inc., publishers' representative, New York, has been appointed national advertising representative of the Mason City, Ia., Globe Gazette, effective May 1. This newspaper, as recently reported, has been purchased by the Lee Syndicate Newspapers.

Furniture Account for Procter & Collier

The C. F. Streit Manufacturing Company, Cincinnati, manufacturer of Streit furniture, has placed its advertising account with the Procter & Collier Company, advertising agency, also of that city. A campaign in national magazines is planned on the Streit Slumber Chair,

Buy Control of Curtice Bros. Company

Apr. 30, 1925

A controlling interest in the Curtice

A controlling interest in the Curtice Brothers Company, Inc., Rochester, N. Y., maker of Blue Label ketchup, has been acquired by a group of men who have been active in the business for several years. This group is headed by Douglas C. Townson, who has been president for the last two years, and Howard T. Cumming. Mr. Townson is vice-president of the Good Luck Food Company, Rochester, prepared pie crust, pie fillings and puddings, and Mr. Cummings is president.

The Curtice company is a large producer of canned vegetables and ketchup. Its control has been in the hands of the Curtice family since the business was established in 1868. The change in ownership brings no change in the management of the company. The officers are: President, Mr. Townson, who is also treasurer of the Rochester Times-Union; vice-presidents. Henry B. McKay, Leon D. Lewis and Mr. Cumming; treasurer, Herbert S. Draper, and secretary, Edward O. Shuster.

Davenport Makers to Discuss Fall Advertising Plans

The committee in charge of advertising of the Davenport Bed Makers of America will hold a meeting some time in June to discuss plans for a fall advertising campaign. The meeting will be hold in the officer of The Committee of t be held in the offices of The Seng Company, Chicago.

At the annual meeting of the organi-

zation, which was held in Atlantic City last week, it was announced that during the last three years the associated manufacturers have spent \$607,000 in cooperative advertising.

Earl E. Eby with Olds Motor

Earl E. Eby has been appointed assistant to the general manager of the Olds Motor Works, a unit of the General Motors Corporation. He was Olds Motor Works, a unit of the General Motors Corporation. He was formerly service manager of the Remy Electric Company, Anderson, Ind., and more recently has been assistant gen-eral manager of sales of the Hyatt Roller Bearing Company, Newark,

Hat Account for Emil Brisacher

Walter J. Hilp, San Francisco, manufacturer of Iris hats, has placed his account with Emil Brisacher and Staff, San Francisco advertising agency. National magazines will be used.

Dexter Rubber Appoints Reimers & Osborn

The Dexter Rubber Manufacturing Company, Goshen, N. Y., tire flaps, has placed its advertising account with Reimers & Osborn, Inc., New York advertising agency.

Do Salesmen Differ in Results?

Selling the same product in the same area, salesmen differ almost incredibly in their results. One salesman has the entree to a better buying class, reaches them in their moments of greatest responsiveness, talks the language they talk, has more friendly and better social contacts, while the other salesmen . . .

Newspapers carrying your advertisements are your salesmen, subject to the same varying results as any salesmen, and for precisely the same reasons.

In Boston, the salesman-newspaper enjoying the most intimate contacts with the best buyers, is the Boston Evening Transcript. You can reach these buyers effectively through no other medium.

THE After-Dinner Paper

Boston Ebening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO. San Francisco Los Angeles

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FOR the six months ending March 31,1925 the average net paid circulation of the Sunday Chicago Herald and Examiner was 1,120,294.

This circulation, the highest ever attained by any American newspaper, was built in a period of four years of steady growth by strict adherence to a consistent policy of producing a well-balanced newspaper . . . progressive, accurate, entertaining, and always alert to serve the interests of the public.

This circulation is unmistakable evidence of public faith and preference... for this overwhelming group of readers (made up of intelligent, industrious Americans who make money and live well) pay a higher price for the Sunday Chicago Herald and Examiner than they would pay for most other Sunday newspapers.

Chicago Herald

294*

AND the sales chart of any manufacturer of a standard product, who intelligently cultivates the patronage of this great army of buyers through the advertising columns of the Chicago Herald and Examiner, will show a gratifying upward trend.

Circulation is Power!
"BUY IT BY THE MILLION"

★ Certified average net paid circulation of the Sunday Chicago Herald and Examiner for the six months ending March 31, 1925. Figures taken from Official Reports to the Government.

and Examiner

\$AN FRANCISCO: Monadnock Bide.

The Great Chicago Automobile Market

Thousands of cars are purchased in Chicago every year, and naturally in such a fertile field competition is very keen.

Make certain that your efforts are achieving the maximum results. See that your messages get into the family circle and to substantial and financially competent people.

These are your real prospects, and The Chicago Daily News—their year-in and year-out evening newspaper—is their buying directory and guide.

THE CHICAGO DAILY NEWS First in Chicago

Note: In the year 1924 The Daily News published 558,341 agate lines of automobile advertising, as against 445,399 lines by the next Chicago daily paper.

A Retailer Spots a Weak Link in the Manufacturer's Chain

He Points Out That the Advertising of a Retailer and the Advertising of the Manufacturer of the Product Featured, Frequently Clash with Bad Results

By R. C. Bretz

Vice-President, Derge-Bodenhausen Clothing Company

MANY causes and reasons are being advanced by manufacturer and retailer for the decrease in the consumer's demand for men's clothes. These opinions dif-fer greatly. In attempting to show what I think is throttling

the consumer's demand for men's wear, I do not expect everyone to agree with me.

It was recently stated that the clothing industry has not maintained its standing in sales volume, when compared with younger industries. It is astounding fact, but true, nevertheless, that statistically speaking, there is

only three-quarters of a suit sold in a year for every man in the country.

It is high time that manufacturer and retailer became more closely connected with each other. Both must unite in their efforts to educate men to dress well.

The retailer says the manufacturer is at fault; the manufacturer says the present lack of desire for good clothes is entirely the fault of the retailer. Both are passing the buck. At the present time, the manufacturer of nationally-known clothes is doing more institutional advertising to create a desire for good clothes for the retailer to cash in on, than the retailer is doing himself.

I agree with the manufacturer. I agree with the interest is at fault. Even though I am a retailer, I believe that generally speaking, the retailer is more responsible for stagnation in business than is the manufacturer.

cause the manufacturer This article is of unusual interest for at least two reasons. The first is that the author, an executive in a large retail establishment, presents some novel views on national advering. tising and retail price cutting. The second is that a somewhat new interpretation is

placed upon the tie-up-or lack of it-between the manufacturer's advertising and that of his dealers. Incidentally, although the arti-

cle is concerned with conditions in the men's clothing industry, the parallel in other lines will be speedily discerned.

has maintained a constructive selling policy in all of his national advertis-Furthermore, the manufacturer's selling policy to the retailer is sensible. But the re-

I say this be-

tailer's selling policy to the public, in most instances is not. In my opinion, the retailer. selling a nationally known

brand of clothes to the consumer. has not carried out the true idea of constructive selling and advertising, consistently. The majority of retailers use two-thirds of their advertising appropriation trying to make the public believe in the "was so much" and "now so much" method of buying. I would like to see retailers co-operate with the advertising of nationallyknown brands of clothes and devote the same money and effort in selling the public on the desire to wear good clothes and more of them, instead of continually talking cut prices.

It is very apparent that this condition is being studied daily by both manufacturers and jobbers. Manufacturers of nationallyadvertised brands of men's clothing and large advertising agencies are conducting some very interesting and extensive research work to get in closer touch with the retailer's problem of distribution.

Notwithstanding, I am clined to believe that the dealer's distributive methods have been more or less ignored by the manufacturer. Too little thought has been given to the matter of how the manufacturer's product finally reaches the consumer. I fully realize that the manufacturers of standard lines have more than a passing interest in the welfare of their dealers. Nevertheless, the manufacturers have worked along the lines of least resistance to such an extent that it is generally accepted, that if a retailer is successful, his method of distribution must be satisfactory to the buying public.

Perhaps that was a good business rule in the past. Is it good business today? Is the "was" and "now" method of selling satisfactory to the buying public? How does the "was so much" and "now so much" method of selling fit in with the constructive national advertising of any known brand of clothes?

I claim that these questions should be answered. I further claim that the retailer's theory of selling by price appeal on a comparative cut-price basis is all wrong and should be discouraged by every manufacturer and jobber. It should be the constant aim of the sales manager of all manufacturers and jobbers to sell the retailer on the wisdom of discounting comparative prices.

The prominence and standing of the automobile industry, to mention just one example, would tend to make one believe that the public can be sold, and will stay sold, on any known commodity, chiefly because of constructive advertising by both manufacturer and retailer.

Nationally-advertised lines that are standardized as to quality and price, always have a stabilizing influence on the buying public. If a standardization of quality and

price could be effected by nationally-advertised lines of men's clothes, the final distribution of such clothes would largely be a matter of selecting the proper style and fabric.

As I view it, the unsettled condition that now exists in the clothing industry is due largely, if not entirely, to comparative cut-price The worst evil the manusales. facturer of nationally-advertised clothes is confronted with today. is the chronic comparative cutprice sale policy of the thoughtless retailer. Each day, this method of final distribution is proving more destructive to constructive selling for the retailer. Naturally, the manufacturer must feel the rebound.

Manufacturers may content themselves with the thought that final distribution is not their problem. But surely no manufacturer wants his prominence, influence, ideals, and above all, his methods of marketing completely changed by the retailer.

I dare say, that, as a manufacturer, you are very particular to see that the proper advertising copy prepared by the brainiest writers, is placed in carefully selected mediums. You make every effort to create a market for the retailer.

But you haven't finished the job. You do not counsel enough with your dealer.

WHERE SALES FALL DOWN

Do you, for example, check up on the retailer to see if his advertising policy conflicts with your national advertising? Some manufacturers say the retailer must hold a clearance sale in January and August to clean up odds and ends-it's good business. It would be good business if such were the case. But the retailer does not clean out his odds and ends in these January and August comparative cut-price sales. In most cases, the retailer supplies 80 per cent of his regular trade with the clothes that should have been sold earlier in the season at a fair and legitimate profit!

The public has been educated, entirely by the retailer, to wait for

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these cut-price sales and the large majority wait. The retailer gets tired of waiting for the public to want clothes. The result is—the retailer has actually forced himself to maintain these comparative cut-price sales while the buying public becomes more sold on buying on a price basis.

I will admit that price might be important when it comes to deciding whether you can or cannot afford an article. But price alone will not create the desire to possess a product. It never did

and it never will.

Further to prove my contention, read any issue of a generally-circulated periodical. Notice how page after page of the highest type of constructive advertising is placed by the manufacturers of nationally-known clothes for the purpose of creating a de-

sire for a certain brand of clothes.

This is constructive advertising of the highest type.

On the other hand, select a daily newspaper from any city in the United States, yes, any day in the year, and with the possible exception of about two months in the spring and a like time in the fall, you will find the retailer advertising this particular brand of clothes entirely by price appeal.

WHAT MANUFACTURERS SHOULD DO

I wonder whether manufacturers realize just what this kind of advertising is doing to their brands. How is a manufacturer's price standard to be maintained if he fails to make the retailer see the folly of such advertising? What do you suppose the public thinks when the retailers in different cities, right in the height of the selling season, advertise clothes or most any other product, on the comparative price basis?

If this condition were only temporary no ill-effects would be felt. But such is not the case. This type of advertising, because of its almost universal use, plus the fact that these advertisements appear in daily papers about eight months in the year, is destructive.

Without thought of the future welfare of the clothing business,

the retailers have universally advertised comparative price and semi-annual clearance sales. This is why a large part of the consuming public is educated to wait for sales.

Now this advertising is co-operative advertising even though it is not placed co-operatively. It is a group campaign which has sprung into being without any conscious effort at unity. But it has the power to accomplish all that co-operative advertising has ever done, regardless of whether it is deliberately unified or not.

I will only call your attention to two co-operative advertising campaigns in order to show you what co-operative advertising has done. Take the florist. He is cashing in on the slogan, "Say It with Flowers." The "Shop Early for Christmas" idea is co-operation of the highest type.

Today, the clothing manufacturers of national reputation have an opportunity to do co-operative advertising which will prove highly productive for the clothing business. The basis for this campaign should be the idea of promoting better and more careful habits of dress. If selfish interests could be entirely disregarded by all concerned, and more institutional advertising done for the industry as a whole, the clothing business would again take its proper place in today's commerce.

I think it is important to know that it is co-operative advertising, intentional or unintentional, that has held the cut-price sale above water for so long a time. What would happen if the retailer and manufacturer should harness this co-operative idea and drive it to a common end, for the good of business, instead of for the destruction of business?

We want co-operative advertising in the clothing business—but the proper kind of co-operative advertising—directed, in some way, so as to build something for the retailer, besides the demand for price cutting.

We must raise the ethics of this industry. We must look the facts in the face and recognize that the clothing industry is not occupying the high position it should in the minds of the public, because retailers throughout the United States have not been ethical.

The manufacturer of nationally known brands of clothes is constantly featuring constructive co-operative advertising. The retailer is overlooking an opportunity when he fails to follow, in his own advertising, the ideal and principle set forth in nationally advertised clothes.

If the manufacturer, jobber and retailer were to become more closely allied and unite in trying to create a larger market for clothing, the result would be a stabilized influence on the consumer that would be reflected in a larger sales volume. I am not trying to set up a standard for manufacturers or retailers and expect all to conform to it. Nevertheless, I can see a great amount of good coming from a more general affiliation between the re-

M. W. Price Advanced by Simmons Company

tailer and the manufacturers of

The Simmons Company, Chicago, furniture manufacturer, has appointed Morgan W. Price as vice-president in charge of sales. He succeeds J. C. Ferris, resigned. Mr. Price has been with the company for thirty years and has been general sales manager for the last ten years.

The following sales managers have also been appointed: Charles H. Taylor, Central division; G. D. Wrightson, Pacific division P. J. Marqua, Southeastern division and P. E. Graff, steel furniture division.

Buys "The Wheat Grower"

The North Dakota Wheat Growers Association has acquired control of The Wheat Growers Publishing Company, Inc., Grand Forks, N. Dak., publisher of The Wheat Grower. Mandus E. Bridston, from whom the magazine was purchased, has resigned as editor and manager.

Juvenile Wood Products Account for Paschall

The Juvenile Wood Products Company, Inc., Fort Wayne, Ind., has placed its advertising account with Irvin F. Paschall, Inc., Chicago advertising agency. Magazines and direct mail will be used.

Frank LeRoy Blanchard to Be Honored

Frank LeRoy Blanchard, advertising manager of Henry L. Doherty & Company, New York, is to be honored by a dinner in recognition of his contribution to advertising curse which he has been directing at the Twenty-third Street Y. M. C. A., New York, since he organized it twenty years ago. He is retiring as its director this month. A committee of prominent advertising men has been organized to make arrangements for the dinner which is to be held at the McAlpin Hotel on

April 30.

Charles S. Whitman, former governor of New York, will preside at the dinner. Other speakers will include George B. Hotchkiss, of New York University, Earnest Elmo Calkins, of Calkins & Holden, Inc., and Burt B. Farnsworth, of Springfield College. Professor Hotchkiss will speak on "Twenty Years Progress in the Teaching of Advertising." Mr. Calkins will talk on "Twenty Years Progress in the Advertising Agency."

Scholl Company Campaign for 1925

The Scholl Manufacturing Company, Chicago, manufacturer of foot comfort appliances and remedies, informs the trade that it will use space in 500 newspapers; fifty rotogravure Sunday newspapers, and twenty-one national magazines during 1925. Four insertions per week will be used in the first newspaper list. Window display material and newspaper electros are furnished the trade.

Alfred Strasser Returns to Dorrance, Sullivan

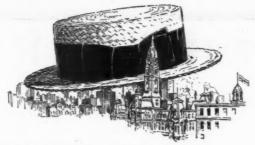
Alfred Strasser, who for the last eighteen months has been with the General Motors Export Company, supervising art and mechanical production work, has joined the New York staff of Dorrance, Sullivan & Company, advertising agency, as art director. He previously had been associated with this agency before joining General Motors.

R. G. Landis with Matteson-Fogarty-Jordan

Reed G. Landis has joined the Matteson-Fogarty-Jordan Company, advertising agency, Chicago, as an account executive. He was at one time with the New York office of Critchfield & Company, and later was Chicago manager of the Harry Levey Service Corporation.

Ford Motor Advances A. W. L. Gilpin

A. W. L. Gilpin has been appointed assistant sales manager of the Ford Motor Company, Detroit. He was recently manager of the Chicago branch of the company.



The Bulletin Reader Spends \$762,000 for Straw Hats

Straw hats are such a small item in a year's expenditures that few men count the cost—yet straw hats alone cost the male Bulletin Reader a tremendous sum. Purchasing power abounds in Philadelphia and the wise advertiser bends it to his advantage through the advertising columns of The Bulletin.

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people—third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily The Bulletin dominates Philadelphia.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER
518.357

Average Daily Net Circulation for Year Ending December 31, 1924

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THE RED

There was a wail of desperation in Fred Ordway's voice. "How could I have killed him if I was layin' at home sick? You saw me in bed!"

"At eleven o'clock. How could I swear that you hadn't just jumped in bed to lead me off?"

From Chinook by Courtney Ryley Cooper in the May RED BOOK MAGAZINE

If you like outdoor adventure Mr. Cooper's story of the Rocky Mountain timberline region will hold your interest from start to finish.

BOOK Magazine

THE MANUFACTURER enjoys reading about the great lonely spaces but his business dealings are in the cities. For his advertising he selects publications which will profitably broadcast his message throughout the urban market.

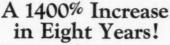
THE RED BOOK MAGAZINE'S concentration of circulation—over 86%—in the merchandising points makes it a preferred medium.



RED BOOK Magazine reaches the urban market

×#:11

R To be taken as directed



The Central Drug

Company says—

"If anyone were to ask us the prescription for the rapid growth and expansion of our business, we would say: 'Journal advertising'. And should they ask us how they might best stimulate their own business we would say the same thing."

ROM one Milwaukee store in 1916 with annual sales of \$70,000, the Central Drug Company has grown to four stores doing a business of more than a million dollars in 1924. Year after year, 95% of the Central Drug Company's advertising appropriation has been concentrated in The Milwaukee Journal.

Read by more Milwaukee and Wisconsin people than any other publication in the world.

Journal FIRST- by Merit

Phenix Cheese Distributors Objected to Smaller Cartons

So the Phenix Cheese Corporation Proceeded to Prove to Jobbers and Dealers That New Sales Units Would Sell

By Charles G. Muller

CHANGING the size of a believe is a strong consumer desire for a more convenient size is not a difficult task. Cartons, boxes or tins can be cut down to half or quarter of their original bulk, and there you are.

But getting this new package through jobbers and dealers to the consumer is not always the simple feat that it would appear to be.

The Phenix Cheese Corporation, New York, has been finding this out for the last year. During this time, it has been pushing pound and half-pound packages of its product as well as continuing the five-pound loaves that the trade has carried for some time. The company has found that you can't just say: "Here is a new package that the public is waiting for," and have jobbers and dealers come rushing to the factory for it. Quite the contrary. The Phenix experience has been that you bump into a lot of unexpected resistance which has to be broken down gradually. It has also found that one way to break down this barrier is by selling the new package for the dealer in spite of himself and letting his reorders, in turn, convince the jobber that the public is really waiting for the item.

Some time ago the Phenix company decided to see how much of the common varieties of cheeses, such as American, Swiss and Pimiento, was bought in small amounts. A series of tests made in the principal cities of the national territory served by the Phenix company showed that some 75 to 85 per cent of cheese purchases, aside from packages, were in pounds and half-pounds. Cheese of this sort, which the company was selling in five-pound loaves, had always been sold in bulk.

About a year ago, it was de-

cided to put out pound sizes, according to J. F. Whitney, general manager of the Phenix Cheese Corporation, and last fall the halfpound size was put on the market.

"It at once became a real job to market the new sizes, in spite of what we believed to be a consumer desire for smaller packages," Mr. Whitney said. "I had spent nine years of my life behind a cheese counter and was convinced that these pound and half pound sizes were right, but it was another thing to convince the jobber and the dealer.

"We have all these cheeses in

"'We have all these cheeses in the big loaves,' the jobbers told us, 'so why should we handle them in smaller sizes which will only bring us in a lot of mixed orders that will take time to fill and that will lead to all sorts of mistakes?'

"There was a great deal of trade resistance. We advertised in the newspapers and in business papers, and eventually in many places we were able to get the packages on the retailer's counter. But it was hard to get the pound size across first, and then it was just as hard to get the half-pound size over.

FAITH PLACED IN CARTON

"It was a tough problem that could only be worked out gradually and with the expenditure of considerable effort. We put our greatest faith in the carton itself. This had been specially designed for color combination and had been about a year in the making. Every effort had been made to get a carton that was in keeping with the finest butter cartons, for cheese is sold right next to butter.

"So we banked heavily on the appeal this carton would make from the counter. Then we spent our time getting the carton on

the dealer's counter to show him that his customers actually did want cheese in packages of these sizes. This worked out well."

The plan embodied a tremendous amount of missionary work. "Where the trade did not take to the new sizes with reasonable ease, we plunged right in to get the cheese on counters in spite of the resistance," Mr. Whitney declared, in outlining the way the company

opened the eyes of "In the retailer. some cities New York. loaded our light automobiles with special cases of assorted varieties of the cheeses.

"Each car went right up one street and down the next picking out those stores that looked like proper outlets. There was no list of dealers to be visited. The car just drove up to store that every had the appearof being ance owned by a man who would make a desirable retailer, and the salesman then took a case of cheese into the shop and asked the dealer to put it on his counter.

display room, bank-

ing on the size of the package and the attractiveness of the carton to sell the cheese right off the counter and to prove to the dealer that the public wanted it.

"'Yes, you may leave the case,' the retailer would accede, and the assortment was put on the counter.

"Then, the salesman made out a slip for the assortment, asked the dealer who his jobber was, and got the dealer's signature on the slip.

The assortment was then billed to the retailer's jobber, and we

stood by to iron out any kicks that came up. We were banking on the sizes to sell themselves and repeat orders which dealers would send to their jobbers. It worked out just as we planned. The new size of the packages did what we expected, and gradually resistance was overcome.

"Slowly, we are getting these new cheese packages in where we

believe they belong. By intense missionary work barrier the 18 being broken down. A day or two ago. for instance, we finally got a large Philadelphia association of independent grocers to concede to putting these new sizes their into cashand-carry stores, with us doing all the handling. We take the packages from our factory and put them right the store shelves.

"As a result of our efforts to get the small sizes on retail counters and shelves, we have found indications that these new styles of package have found a market that is ab-

solutely distinct from the one that consumes cheese in the bulk. Sales show that we now are appealing to people who never bought cheese before. This, we believe, is entirely due to the package which figures show, is becoming more

and more popular.

"Now that we have overcome a large part of trade resistance and are getting stocks into retail outlets we have begun a national campaign to sell the new sizes to the housewife through large space in periodicals as well as through attractive displays of the cartons







"He asked for the New Packages are given some nothing more than SPACE IN ALL CURRENT ADVERTISING

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The Indianapolis

The Indianapolis Radius is the zone of concentrated influence of The Indianapolis News.



The Indianapolis News has the largest daily circulation in Indiana and one of the largest three-cent -vening circulations in America.

You may use both other daily newspapers in Indianapolis in addition to The News, but the combined rate is materially higher than that of The News and both of them together do not go into as many Indianapolis homes as The News.

The coverage of The Indianapolis News is so intensive and so complete that any other newspaper must offer duplication of News circulation in exchange for its rate.

The News alone is equal to any advertising job in Indianapolis. For nearly two generations Indianapolis and central Indiana families have read and responded to Indianapolis News advertising. At 25 cents a line The Indianapolis News gives more home-delivered circulation in Indianapolis than both other daily newspapers combined at 30 cents—plus the prestige of The News' fifty-five year record as Indiana's favorite newspaper—plus an advertising endorsement that exceeds all other Indianapolis newspapers combined in total lineage (6 issues a week against 13).

Frank T. Carroll, Advertising Manager

New York Office Dan A. Carroll 110 East 42nd St.

Chicago Office J. E. Lutz The Tower Bldg. on the dealer's shelf and counter. We expect to find small difficulty in educating the housewife to a wider use of cheese, because we already have found that these new packages have opened the doors to many homes and because there is a reported falling off in the consumption of meat which means that cheese consumption will in-

"By far the hardest part of putting these small cheese packages over has been to educate the trade to their salability. The effort has been worth while, however, and the worst of the task is over. Now, advertising will carry the burden of widening the market, while our salesmen will work to educate the dealer to the idea that by selling cheese he not only will profit from it but also will in-crease his business in such allied items as macaroni and crackers."

Motion Picture Outfit for Amateurs to Be Advertised

The Pathex motion picture camera and projector, a complete motion picture outfit for amateur photographers, will soon be introduced to the public in a campaign which is being planned by Pathex, Inc. This campaign will be directed by the New York office of Dorrance, Sullivan & Company, adver-

Dorrance, Sullivan & Company, advertising agency.

Henry C. Brown, for eighteen years with the Victor Talking Machine Company, Camden, N. J., of which he was advertising and sales manager, is general manager of Pathex, Inc. He is completing the organization of the advertising and sales departments with the expectancy of starting the advertising campaign about June 1. The introductory sale of the Pathex line will, for the first six months or so, be confined to the New York metropolitan district, and gradually be extended to district, and gradually be extended to other cities.

Bakery Products Account for Simmonds & Simmonds

The Hirsch Brothers Company, Inc., Chicago, manufacturer of bakery specialties, has placed its advertising account with Simmonds & Simmonds, advertising agency, also of Chicago. Color inserts are used in bakery and restaurant publications for this account.

Provo "Herald" Changes Name

The Provo, Utah, Daily Herald has changed its name to the Evening Herald. L. T. Crutcher with

L. T. Crutcher with

J. M. Noyes & Co.

L. T. Crutcher, who for several
years was chairman of the public relations committee of the American
Warehousemen's Association, and who
represented the warehouse industry on
a committee appointed by Secretary of
Commerce Hoover to study distribution
costs, has become an associate member
of J. M. Noyes & Co., members of the
New York Stock Exchange. Until a
short time ago Mr. Crutcher was president and owner of the L. T. Crutcher
Warehouse Company of Kansas City,
Mo. Mr. Crutcher spent much time and
effort for years in endeavoring to show
the warehouse industry the wisdom of
using advertising properly. An article using advertising properly. An article written by him on this subject under the heading "Why Warehousing Needs Advertising" appeared in PRINTERS' An article INK of December 28, 1922.

> Sterling and Outlook Companies Combined

The Sterling Manufacturing Company, Cleveland, electrical specialties, has acquired control of The Outlook Company, manufacturer of automobile accessories, also of Cleveland. There will be no change in the general sales policies, and the products will retain their respective trade names, "Outlook" and "Sterling."

Century Company Appoints Representatives

The Century Company, New York, publisher of The Century, St. Nicholas and The American Golfer, has appointed Wheeler & Northrup, publishers' representatives, Chicago, as its Western representatives and Frank H. Burns, publishers' representative, Boston, as its New England representative.

Randolph Branner Resigns from Davenport Bed Makers

Randolph Branner, for three years advertising manager of the Davenport Bed Makers of America, Chicago, has resigned to become associated with The Northfield Company, Sheboygan, Wis. living room furniture, in a capacity.

Franklin S. Payne Joins Detroit "Times"

Franklin S. Payne, until recently manager of the Detroit office of the G. Logan Payne Company, Inc., publishers' representative, has joined the advertising staff of the Detroit Times.

Budd Wheel Account with Young & Rubicam

The Budd Wheel Company, Phila-delphia, has placed its advertising ac-count with Young & Rubicam, advertis-ing agency, of that city.

OUR readers want what they want when they want it.

No clever saleswoman says, "This is just as good" to Mrs. Bank President as she would to meek little Mrs. Jones.

No, indeed! Mrs. Bank President's trade is much too valuable.

The saleswoman promptly says, "I'm sorry we're out of it to-day; we'll have it in a day or so; shall I send it up?"

Afterward, the department head says to the saleswoman, "What did Mrs. President want?... Did you say we'd get it for her?"

When our readers see something good advertised in our magazines, they demand it at their favorite store; and the store sees that they get it.

The buyer knows too well that when they don't get it, they don't substitute other merchandise; they substitute another store.

VOGUE VANITY FAIR HOUSE & GARDEN

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations

"Something Like

¶ An Ad-club speaker was trying to give his audience an idea of a newspaper in another city. He wanted to visualize a newspaper of what he called the "prestige" type.

¶ "Something like the Baltimore Sun," he said.

¶ There's a sermon in that.

¶ Editorially, the Sunpapers have been often named by writers among the great papers of the world.

The Baltimore Sun"

¶ Compilations of advertising lineage always find the Sunpapers way up in the list of the big ones, too.

The editorial reason is back of the advertising reason.

Average Net Paid Circulation for 6 Months Ending March 31, 1925

> Daily (M & E) 247,320 Sunday - - 182,031

A Gain of 3587 Daily and 4527 Sunday Over Same Period a Year Ago.

Everything in Baltimore Revolves Around

THE

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SUNDAY

JOHN B. WOODWARD Bowery liank Bldg., 110 E. 42nd St., New York

GUY S. OSBORN 360 N. Michigan Ava Ohicago THE circulation of the Daily Star in the A.B.C. "suburban" and "country" areas was 54,418 (A.B.C. report for 12 months ending December 31, 1924). Compare this with that of any other Indianapolis newspaper. Dominant circulation in Indiana (outside of Marion County) can be bought only with the Daily Star.

The INDIANAPOLIS STAR

Always first - always fair - always complete

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERREHAUTE STAR



National Representatives

KELLY-SMITH CO. Marbridge Bldg., New York Lytton Bldg., Chicago

GRAVURE SERVICE CORP. 25 West 43d Street New York

Our Solution of the Dealer Co-operation Problem

We Found That Dealers Would Use Our Advertising Material Provided It Was Designed from Their Point of View

By Randolph Branner

In the early days of the Daven-port Bed Makers of America advertising campaign, it was decided that there ought to be some sort of visible tie-up in the dealer's window with the periodical advertising. Accordingly, enlargements of the full-page advertisements were distributed. The first one was in black and white. It was impressive by reason of its size, but it lacked the attention-getting value of color. So the next one was produced in colors.

Enlargements are good forms of tie-up; at least, that has been the experience of other advertisers. But in this case, enlargements simply did not work because they were not used. A check-up revealed that. Further check-ups later on confirmed it.

What was the answer?

Our premise had been that the average furniture dealer's window must, of necessity, be a large window. For that reason, we thought, an enlargement in color should have every opportunity to do the dealer some good. But the enlargements weren't used. And the reason, we found, in store after store, was that they were enlargements of our advertisements; they featured us and not the dealer.

Simultaneously with the distribution of the enlargements, we were also issuing showcards to the dealer. These were not nearly so pretentious in point of beauty as the enlargements; nor were they nearly so expensive. Yet, they were being used; they were favorably commented on by dealers; and, not infrequently, additional cards were requested—duplicates of those the dealer already had on display.

This situation too was checked up, and what did we find?

Dealers liked them because they featured the store and not the Davenport Bed Makers of America.

The policy this experience indicated to be necessary was obvious. We discontinued the enlargements and put more emphasis on the showcards by using an extra color in the printing, and later, by increasing the number of sets issued during the year. This step met with such hearty approval on the part of dealers that many of them sat down voluntarily and wrote to tell us how they felt. It is hardly possible to get better evidence of dealer co-operation than that. We knew that the cards were actually on display, from a further check-up through salesmen.

PROFITABLE UNSELFISHNESS

What was it about the show-cards that made dealers enthusiastic about them? They were simple in design. They featured the periodical illustrations of the davenport bed, and the slogan "The Davenport Bed serves by day and by night." But the message they bore put in a lick for the store rather than for the davenport bed.

Our product contented itself with basking in the reflected light of the dealer's glory. And since the davenport bed was represented in picture, in color, and by slogan, we feel that it got its due share of attention. But the important thing is that the showcards did not fail to do a needed job for the dealer. If they had failed in that, they would have failed entirely because they would not have been used.

Another problem in dealer cooperation confronted us. The national advertising was aimed at increasing the receptiveness of buyers of quality goods. It was succeeding in so far as could be judged from the character of inquiries it drew. An effort was made to get the dealer to tune his davenport bed advertising to the same pitch.

But for some reason we found

do institutional advertising. And that gave us our cue.

We prepared a series of editorial advertisements which would do the institutional job for them. And we wove into the message, a mention of the davenport bed, with quality reflected all around it. Thus, we accomplished the

purpose we sought, along with that of furnishing the dealer with a really helpful bit of institutional ad-

vertising.

The very nature of these advertisements made it impossible for us to let more than one dealer in a town use them. started this specifically when we offered the advertisements to retailers. So we arranged to furnish the set of twelve, in mat or electro form, to the first merchant in any city who would order them. We made a charge of one dol-lar per set. In a very short time, nearly 500 furniture stores ordered them, each of them paying a dollar for the set.

Usually, with a proposition of this kind, the acceptances

come from small-town merchants. In this case, however, one of the downtown stores in the city of New York subscribed for them, and ran them in the Sunday issues of two leading metropolitan newspapers. From St. Louis we got five orders, and were obliged to return money to four of them. Furniture merchants in Buffalo, Pittsburgh, Philadelphia, Cincinnati, Kansas City, Chicago, Knoxville, Memphis, Atlanta, El Paso, Milwaukee, and other important cities, subscribed for the series.

These instances of effective dealer co-operation elated us. But they did more for us; they helped us to establish, for ourselves at least, certain definite principles about the most effective manner of



THESE CARDS IN COLOR FOR STORE USE PROVED POPULAR WITH DEALERS

it difficult to wean him away from the price appeal. He was used to it. Probably, many dealers did not know just how to go about changing the character of their messages. That, at least, was what we inferred from the remarks of some dealers.

In attempting to do it for them, we held foremost in mind the fact that a dealer will use that which plays up himself and his store, rather than us and our product. We had learned that from the showcard experience. We noticed that many stores attempted to do some institutional advertising for themselves. Some were doing it fairly well. Others were making a sorry failure of it. But we sensed the desire on their part to

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"A Class Magazine in a Class by Itself"



First in French Advertising ... FOURTH NOTE

An Experiment Becomes a Success

THE advertising of Paris Houses in Harper's Bazar started as an experiment a year ago. In last April's issue there were two pages of this Paris advertising with fifteen advertisers. In this April's issue there are thirteen pages with forty-five advertisers. The experiment, you see, has become a success.

AND ... incidentally, to the American advertiser, it offers new proof of the extraordinary fashion value of Harper's Bazar.

Harper's Baze

50c 10/FIN

IOR IN PARIS

securing dealer co-operation. These principles may all be summed up in one sentence: If we want the dealer to do something for us, we must find a way to do something for him at the same

Dealer helps should help all around; they should help the dealer as well as the advertiser. It is trite to say that by aiding in the sale of davenport beds, the dealer will be automatically helping his business and that therefore we had no need of seeking to have the material do anything more for the dealer. It is not alone trite, it is futile. That is not the dealer's viewpoint.

A furniture store has a great many more things beside davenport beds to sell, and unless we bear that in mind our dealer helps won't help at all, because they won't be used. Much of the waste direct matter prepared for dealer distribution undoubtedly is traceable to failure to take this

into account. Taking the dealer's whole business within the scope of our vision enables us to see that he is interested in the scores of other items in which he has money invested. And providing him with something that will help a little over the whole store, is the most practical way to prove to him that we really have his interests at

heart.

M. W. Burlingame to Join Albert Frank Agency

Mark W. Burlingame, who is a member of the firm of Burlingame & Burns, publishers' representatives, Boston, will join the Boston office of Albert Frank & Company, advertising agency, as an account executive, on May 4.

Franklin Motor Advances F. J. Leyerle

F. J. Leyerle has been appointed assistant to the president of the Franklin Automobile Company, Syracuse, N. Y. He was recently service manager of the company.

With Frost, Landis & Kohn

Harry A. Dooner, formerly with Ruthrauff & Ryan, Inc., New York ad-vertising agency, is now with the New York office of Frost, Landis & Kohn, publishers' representatives.

H. K. Carter with Thresher Service

H. K. Carter, until recently vice-president of the Dorland Agency, Inc., New York, has joined Thresher Service, Inc., advertising agency, also of New York in a similar capacity. He was at one time head of the H. K. Carter Company and also was vice-president of the Redfield Advertising Agency, New

A. H. Hulscher Joins M. C. Watson, Inc.

A. H. Hulscher, formerly with Hulscher-Rothenburg, Inc., New York agency, which is agency, has become assoadvertising agency, which is no longer in business, has become associated with M. C. Watson, Inc., publishers' representative, New York. Until recently he has been treasurer of the Lucille Buhl Vanity Products, Inc.

J. M. Cleary to Join Studebaker

James M. Cleary, for the last eight years manager of the business survey department of the Chicago Tribune, will department of the Chicago Tribune, will become manager of the sales research department of the Studebaker Corporation, South Bend, Ind., on May I. George Morris, editor of the Tribune's employees' paper, "The Trib," will succeed Mr. Cleary.

Ely & Walker Buys Carlton Dry Goods Company

The Ely & Walker Dry Goods Com-Goods Company. Both companies are manufacturers and jobbers of dry goods, located at St. Louis. The Ely & Walker company will operate the Carlton company as a branch of the parent company as pany, carrying a separate line of goods.

L. C. Merrill with Nelson Chesman

Lewis C. Merrill has joined the Cleve-land office of Nelson Chesman & Com-pany, Inc., St. Louis advertising agency, as director of sales promotion. For the last eighteen months he has been service promotion manager of the Art-Ad Studio, Mansfield, Ohio.

F. W. Haemmel Joins Griffin,

Johnson & Mann
F. W. Haemmel, until recently an art director with Barton, Durstine & Osborn, Inc., has joined the staff of Griffin, Johnson & Mann. Inc., New York advertising agency.

J. E. Baird Resigns from General Motors Truck

J. E. Baird has resigned as adver-tising manager of the General Motors Truck Company, Pontiac, Mich. He has been associated in this capacity for nearly twelve years.

"A great many manufacturers would undoubtedly find that by limiting their efforts to more circumscribed areas and intensifying their sales activities in such areas they would not only reduce their selling costs but would probably produce a larger volume of business."

> HERBERT HOOVER, U. S. Secretary of Commerce

Concentration pays, but where to concentrate may determine the success or failure of a campaign.

Chicago, always prosperous, always buying, is an ideal market for practically any commodity.

And the Chicago Evening American, always ahead in circulation in its field, always reaching responsive readers, is an ideal medium for merchandise of any kind or character.



A good newspaper

Daily average net-paid circulation for six-month period ending March 31 474,230

TELL IT TOS retailer at



In the opinion of many manufacturers, retailers—to paraphrase what somebody once said about women—are funny. For a more specific opinion, we can refer you to the salesmanager who defines a retailer as a guy too dumb to make a living any other way. And in some advertising agencies, he is represented by X; or occasionally thought of as the person who can understand the Harvard studies on stockturn.

Yet all of these folks are deeply interested in the retailer, the ultimate port of clearance all goods must pass before the manufacturer's dollar can go cash-registering home. How to sell the retailer; how to make him conscious of the manufacturer's advertising—these are burning questions that have led to the consideration of certain

newspapers for their "dealer influence". It should be a relatively simple matter to pick such a medium, but it often isn't-because the folks who do the picking apparently do not understand the retailer very well.

Let us introduce Sweeney, New York retailer. He numbers about one hundred thousand in New York City. This number includes about 14,000 distributors of groceries (exclusive of 3,000 chain food stores) and about 3,000 drug stores. The New York grocer stocks more than a thousand items, and the druggist carries from six thousand to upwards of forty thousand items.

They make their living or about a fifth to a fourth of the items stocked, the rapid seller. The majority of their stock moves slowly and brings little profit. And in almost every store is a proportion of from ten to thirty percent of goods in stock that is static—representing dealers' dollars that will never return. These permanent purchases make the retailer realize that one dollar on the

move in They a prospect an arde goods.

what may has the Persona may has politics the 'cellorthe may has column scribes—aals wh

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move is worth ten on the shelf. They also make him a hard prospect for a new product, and mardent advocate of advertised goods.

TITH these few remarks, it is not hard to find out what newspaper in New York has the most dealer influence. dred may have a rabid interest in Personally Sweeney the retailer politics or baseball, may play the 'cello or chess or the ponies orthemarket or guessing games, may have an avid interest in column conductors or society scribes—and follow the jouruls which satisfy these atavisic appetites. But from a busiarries at appetites. Data an advertis-tes standpoint, as an advertis-ing medium, he is interested g on most in the paper that most of his automers read—and in New York hat paper is THE NEWS.

By this time most New York ttailers know that THE NEWS ells! A check of a hundred every thain store managers a short time ago gave THE NEWS a preftence of sixty-one; the next apergot twenty-three; and two others that are often picked scause of their dealer influence got less than ten apiece.



TELL It to Sweeney in THE News, and reach the majority of New York consumers and retailers alike. With more than 850,000 copies daily and more than 1,000,000 Sunday, THB News covers New York. On its small pages, retailer and consumer alike can see your advertising without the aid of an index or checking bureau. Its huge concentrated circulation, high visibility, and low rate make THE NEWS essential in selling America's greatest market. Get the facts!

This is number twenty-three of the Sweeney series. The others will be sent on request.

New York's Picture Newspaper

25 Park Place, NEW YORK Tribune Tower, Chicago

Times Circulation Now Exceeds 60,000

During the six months ending March 31, 1925, the Oklahoma City Times made a circulation gain of 12,363.

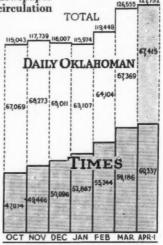
Meanwhile the Daily Oklahoman maintained its supremacy as the newspaper

with the largest circulation in Oklahoma.

Today these newspapers are giving advertisers greater coverage at a lower milline rate than ever before.

100% Clean Circulation

- -no premiums
- -no contests
- —no clubbing



Circulation Growth from Sworn Records

Oklahoma City's Radius is the Center of the Nation's Prosperity Zone.

OKLAHOMAN & TIMES

Morning & Sunday

Evening

OKLAHOMA CITY

Represented by E. KATZ Special Advertising Agency

New York

Chicago

Kansas City

Atlanta

San Francisco

The "Once-Over" Salesman—A Recently Isolated Species

They Are Mighty Rare and Correspondingly Valuable Where Properly Handled

By H. D. Arthurs

SIMMS was slated to be ignominiously discharged.

Six months ago, he had joined the sales force. His first month had proved a record-breaker. His second month brought joy to the hearts of the sales manager and all of the heads of the company. His orders delivered perfectly and the collections came in in good shape. It was fine, splendid, wholesome, clean, business. It was so good, in fact, that the president of the company did an unusual thing; he wrote personally to Simms and congratulated him on his showing. Several of the men surrounding the president frowned at this, but as the president explained: "If a man does a bad job he hears from us. Why shouldn't he hear from us if he does a good

And now Simms was slated to

The third month had been a grand and glorious one for Simms, but the fourth had not been so good. The fifth had witnessed a landslide against him and the sixth month proved that he was a "morning glory."

"Plain enough to see he's one of those one-timers-full of hot air and strong talk-the sort of chap that over-sells and overpromises and then wears himself out. Well, I always said that these stars who are brought in usually fall down in the long run," and more than one old-timer sagely nodded his head in secret and unholy joy.

At lunch, the day the decision was made to discharge Simms, one of the men close enough to the president to speak familiarly to him mentioned the sad news about Simms. The president sensed, in the way the news was conveyed, all the earmarks of

mild sarcasm. After lunch, he sent for his sales manager and got Simms' record.

"Seems that Simms opened a lot of new accounts when he went into that territory," he commented. "Orders delivered mighty well, too. Collections appear to be satis-Apparently he didn't factory. promise more than we could deliver," he mused.

"Just what do you figure is wrong with Simms?" he asked his sales manager.

"Don't know. Can't make it out. He seemed to lose interest a couple of months ago. I suppose he was working under a sort of forced stimulus for the first couple of months but couldn't maintain the pace."
"I see," was the comment. "By

the way, who do you figure on putting into Simms territory? Got a good, steady plugger who can hold the business that Simms started?"

Yes, that was the plan. The sales manager had a steady man

who would "stay put."
"By the way, how about that Northern Michigan territory? That's about as poorly developed as it was a year ago, isn't it?'

Yes, that was true.

A CHANGE OF SCENERY

"Well, then, don't discharge Simms. Take him out of his present territory. He's through there. But bring him in and send him up into that Michigan territory. Tell him he can have exactly three months to develop it and if he does \$15,000 of acceptable business in that time and opens an even hundred new accounts, he can have \$500 bonus. Also, tell him if he does that job, there will be another territory ready for him as soon as he has done the job in Michigan. And that there will be another \$500 for him to shoot

"For your information," he continued, "I want to say that I think you have in Simms one of those pioneers who enjoys going in and doing the opening work. He likes to get things under way. Once things are in motion he loses interest. If he is used correctly, I believe he will make a very valuable man."

Simms didn't recognize his shortcomings or his good points. If it had not been for the proper diagnosis which the head of the company made, Simms would have been permitted to drift away. As it was, he became a thoroughly valuable man for the job to which

he was assigned.

It is true that no sales force can have many men of the Simms type because such men, left permanently, or even a trifle too long, on a territory, will churn it to pieces. The big fault of men like Simms is that they are overly enthusiastic. It is not true that they purposely sell the dealer more than they feel he can use. But it is true that they over-estimate the ability of the dealer to sell merchandise. They fail to realize that the average retailer's selling ability is far short of their own. So they sell him according to their own ideas of what a merchant can do.

When they find that the dealer has not moved that purchase, they honestly become disgusted with him and with his methods, and very often they do not hesitate to express themselves on the subject. But take such a man out of the territory, before he has worn out his welcome and the territory is usually in shape for the steady, plugging type of man to hold in line. They are geared too high for the trade on which they

call.

All too often, people talk disparagingly of the "once-over" salesman. They fail entirely to appreciate his true worth.

A macaroni manufacturer has such a man on his pay-roll. It took some three years for the company to diagnose that salesman. During that time, he was on the verge of losing his job several times. He would be placed in a territory and in a few weeks demonstrate his ability to secure splendid business. Then, when it was felt that he was nicely situated, he would go off on a rampage. One time, he worked up a tremendous family row. Another time, he and a buyer flew into a rage at the same time. The buyer nearly lost an eye. The house actually and completely lost a customer. The salesman was due for immediate discharge.

In the nick of time, he was sent a thousand miles away to do a temporary but hard job. He accomplished it beautifully. Just at that moment, a jobber in the South cancelled a car that was rolling. The house sent this salesman to that market to place the car with some other jobber and see that the goods moved out to the retail trade. The job was done. In short, the company found out that it had, on its force, a "wrecking crew" and "trouble

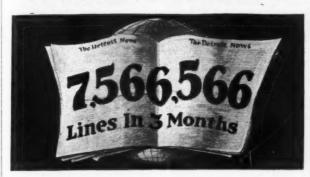
John Irwin, a coffee salesman I used to know, is a salesman of that type. The interesting thing about Irwin is that he knows his peculiarity and glories in it. One day he told me a little of his

story. He said:

"I'm one of those once-over chaps-the sort of salesman who either can't or doesn't want to call on the same trade twice. Maybe I can't sell the same man twice. Maybe I don't want to see him again. It's as fair one way as the other. But I'm worth a lot to my house. Most salesmen do not like to build a territory. They prefer to go round and round among friends-men who look for them to be around on a certain day. That's well enough if you like that kind of life, but it's not for me. I'd rather go in and get a market started. I'll break the ice and cut the path and all that sort of thing, but when the road gets well traveled and commonplace, then give me something new to work on."

A manufacturer of a soda fountain drink raised a man out

Another World's Record



Detroit News Again First in America

Among All 7 Day a Week Newspapers During First 3 Months of 1925

Detroit News 7,566,566 Lines

Chicago Tribune 7,119,252

New York Times 6,705,262 "

Los Angeles Times 6,595,932 "

Washington Star 6,020,176

St. Louis Post-Dispatch 5,456,640 "

The thoroughness of coverage in its territory—unequaled by any other newspaper in a city of Detroit's size or larger—plus the prosperity of the field and The News' wonderful result getting ability has again given it first place in America in total advertising.

given it first place in America in total advertising.

Last year The News established a world's record with 30,604,518 lines. If the first quarter of 1925 is any indication of what will follow, The Detroit News will establish another and greater world's record for this year. Already its total is ahead of 1924 for the same period by 237,972 lines.

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan

of the ranks of its regular sales force who right now is working first in one part of the country, then in another. He is the only man of his type in a force of

some fifty men.

"If he had the mental balance to stand up under the halo," his sales manager explained, "I'd give him the title of traveling sales manager—which is what he is. But if I did that, he'd swell up and become useless. As it is, I give him a bonus on volume and tell him that his job is to build up any territory that is too hard for the usual run of salesmen to undertake. I also tell him that any time he fails to measure up tothat job, then I know that he is on the decline and the time has come to assign him to a little, backwoods territory which he will have to cover once a month."

I said a few minutes ago that a sales force could not afford to have too many of this type of man. As a matter of fact, the chances are against having several for the reason that they come along in the ratio of about one in a hundred. That may be one reason why they are so often mis-

understood.

A confectionery manufacturer had one of these salesmen a few years ago. This salesman was later given the title of sales promotion manager. He was kept in the field about half the time and in the office the other half of the time. In mid-summer he took to the road, spending a week or ten days with each one of the regular men. He carried a large trunk containing the Christmas package confectionery line. Day after day, he did a big volume of business on future orders for fall delivery. He showed the regular salesman how to talk up the new line and how to get big orders.

Then he would move on and give the next man a similar demonstration of a week's duration. By November 1, he was through with his road work and from his desk in the office would write letters to dealers giving them ideas for moving their purchases. He had just enough personal contact with the trade to make a good impression and make dealers feel that here was a man who could help them do more business. But if he were left too long with those same merchants he would soon cease to be a success.

Sometimes, men of this type develop into worth while sales managers-but not often. The reason probably is that these men are unusually good personal salesmen. They are impetuous, tremendously impatient, restless and as a result of those combined traits. often quarrelsome and antagonistic.

Now, put such a man into the position of sales manager and what do you have? You have a thoroughly aggressive, driving man in a job which requires not merely aggressiveness-not merely the ability to do the job his men are asked to do-but, more than that, the ability quietly and calmly to teach his men how to do their jobs. The difference between the man who is merely a good salesman and the man who is a good sales manager lies in the ability of the latter to organize the job and fit other men in to do their various parts of the job.

Looking at these men a little more closely, one comes to the realization that they are not necessarily good salesmen in the full sense of the word. In fact, very often they are not good salesmen at all. A really good salesman must be able to maintain and organize the territory he has developed. These "once-over" men cannot do that. Therein lies their weakness and their danger to many organizations. Their value lies in their ability to do one single thing, namely, a fine "onceover" job.

So we come to this conclusion: Such a salesman is often a valuable member of a sales force, if he is understood by his sales manager and properly handled.

There is rarely a force of ten or twelve or more salesmen that fails to have room for this type of man. He is an interesting specimen. He lends spice and snap and color to any sales force.



TRENDS and INDICATION

A paragraph Digest of Fact and Opinion relating to everyday problems of Sales and Advertising

Published E.O.W. at New York by the Advertising Agency of Dorrance, Sullivan & Company

Boston

April 30, 1925

New York

Tremendous Growth of Manufactures in United States

The gigantic character of American industry is shown by a recent report of the Census Bureau. Products of of the Census Bureau Products of manufacturing establishments in 1923 amounted to \$60,481,135,000 at factory prices. Over ten million people were employed in nearly two hundred thousand reporting plants which paid for material \$31,627,984,000 and for wages \$13,791,345,000. \$25,863,151,000 was the value added in the process of manufacture. The "value added by manufacture" is the best figure to use for comparative purposes since the products of many manufacturers are used as materials by other industries. Comparing the 1923 figures for "value added" it will be found that this figure was 41.1 per cent

found that this figure was 41.1 per cent greater than for 1921 and 4.4 per cent higher than 1919, which was the previous high record year. Despite a slightly smaller total value of products in 1923 than in 1919, as well as higher wages, manufacturing was more profitable in 1923, largely as a consequence of lower material costs.

material costs.

It is only necessary to recall, in order to picture how big a part of our national life manufacturing has become, that in 1904 the value of manufactures was only \$14,750,000,000, and that in 1904 industrial production was about two and one-half times agricultural production, while in 1923 its value was four times a screet. four times as great.

Ninety Companies See Better Accessory Outlook

Based on reports from ninety mem-ber concerns, the Motor & Accessory Manufacturers Association sees an out-look for 1925 ten per cent better than last year, with profits correspondingly last year, with profits correspondingly higher. The reasons given are better general business and economic conditions, though some expect decided gains in their lines because of more thoroughly organized distributing facilities.

Their detailed reports reveal that the trend during last year was toward sales to the trade father than to vehicle manufacturers. In that period sales to manufacturers fell off 3.7 per cent, while manufacturers fell off 3.7 per cent, while sales to the trade increased 11.5 per cent. Total sales of the reporting companies were 1.2 per cent below 1923 and about 19 per cent of them showed a loss for the past year, their reason, in most cases, involving an excess of production which resulted in destructive competition.

An analysis of the division of sales shows that sales to car manufacturers, shows that sales to car maintracturers, truck manufacturers and general jobbers, all decreased during 1924 while sales to specialty and replacement jobbers showed substantial increase. Sales to car makers fell off 3.7 per cent from 1923; to truck manufacturers 4.1 per cent and general jobbers sales fell off 8.9 per cent, while sales to specialty and replacement jobbers increased 11.8 per The average sales per company i for 1924 were \$1,626,253 as reported

against \$1.646.253 in 1923.

What the Railroads Have Been Carrying During 1925

A total of 13,604,894 carloads of freight, the greatest amount ever handled at this season, were moved during the first fifteen weeks of 1925. An analysis of the traffic by types of freight throws considerable light on recent developments in many phases of business.

Increases in merchandise and less than carload freight reflect the current ten-dency of buying for immediate need only and gives evidence of a large movement of goods into retail trade channels and from there into consumption. Figures for the

various classifications of commodities for the	
Commodity Miscellaneous	oadings, 15 weeks 1925 Change from 1924
Miscellaneous	4,796,719+265,626
Merchandise less than carload rate	3,669,271+136,437
Ore	168,751 + 15,100
Coke	193,578 3,583
Forest Products	1,143,070 + 2,903
Grain and Produce	629,024 26,786
Live Stock	463,341 25,058
Coal	2,541,140 99,849

All Commodities ...

13,604,894.....+271,956



TRENDS AND INDICATIONS

Postal Receipts Continue to Show Record Increase

For the first quarter of 1925, postal receipts at fifty large cities totalled \$82,000,006 as against receipts last year during this period of \$78,750,000. Postal receipts are an excellent barometer of general business conditions because a growing interchange of correspondence or increased use of parcel post always accompanies greater business activity. There will be an added interest in

There will be an added interest in stamp sales for the next month, for the new postal rates are now in effect and it will be interesting to know just what they are going to add to postal revenues. The change in rates, however, will render inaccurate for some time to come the use of postal receipts as a barometer of business conditions.

Consumption of Metals in Motor Industry Is Huge

Last year according to an estimate by the Bureau of Metal Statistics, the consumption of copper and its alloys in the automobile industry amounted to 318,200,000 pounds as against 372,600,000 pounds in 1923. The table below compares the consumption of metals in the motor industry for 1924 and 1923.

Conner 187,400,000 207,800,000

Copper 187,400,000 207,800,000
Zinc 37,400,000 49,600,000
Tin 24,800,000 26,600,000
Lead 21,400,000 20,800,000
Aluminum 47,200,000 67,800,000

Checking back figures on this metal consumption to 1921 shows that the relative use of metals in the automobile industry varies but little from year to year. The greatest variation appears to be in the use of aluminum which represented in 1921, 13.9 per cent of all metals used and in 1923, 18.2 per cent.

Production of Knit Goods Increases Over 30 Per Cent

Figures just released by the Department of Commerce show that firms engaged in the manufacture of knit goods produced in 1923 products valued at \$848,176,734, an increase of 33.8 per cent over 1921. This total is broken down into the following groups, each of which show substantial increase as compared with 1921.

Hosiery.....\$378,732.878

Fancy Knit Goods, Sweater a
Bathing Suits, Shawls,
Neckties, Gloves, etc. 197,158,178
Knit Cloth 68,520,378
Minor Products 42,863,348
This information is based on reports
of over 2300 establishments, 866 of
which were located in New York, 610 in

Pennsylvania.

Production of Men's Clothing Shows Expansion

The Department of Commerce announces, based on reports submitted for the 1923 census of manufacturers, that establishments engaged in the manufacture of men's clothing, not including contract shops, reported a total output valued at \$1,105,116,203. This is an increase of 26.5 per cent as compared with 1921. The divisions of this production follow:

 Men's Suits
 496,213,922

 Men's Trousers
 94,496,673

 Men's Overcoats
 171,515,999

 Boys' Suits and Trousers
 82,430,067

 Mork Clothes (Denim)
 93,232,511

 Work Clothes (Not Denim)
 54,856,696

 All Other Men's and Boys' Clothing
 73,298,733

 All Other Products
 18,833,922

An additional \$73,598,528 was reported by firms engaged in the manufacture of men's clothing under contract.

Relative Valuation of Space Sizes and Color Attempted

The Bureau of Business Research of the New York University has recently compiled figures that show the relative value of advertising space and the difference in attention value between black and white and color pages.

Taking a black and white full page at 100 per cent, as a basis for computation, a quarter-page in black and white has 47 per cent as much attention value, while a half-page black and white has 71 per cent. A color page has only 113 per cent attention value and a double spread has but 114 per cent. The back cover of a magazine is reported to have 281 per cent as much attention value as a black and white page inside the magazine. Page one, however, drops below the back page, with only 263 per cent, the average inside page.

Department Store Sales Increase, Earnings Decrease

For some of the larger department stores, the year 1924 was not the highly satisfactory period that 1923 was. In 1923 all five of the largest department store systems established mew high records in both gross and net profits. Last year the majority pushed their sales total to high figures but at the same time fell somewhat behind in 1923 in net earnings.

The explanation is that in 1923, department stores were able to purchase their goods very advantageously and enjoyed what in effect was a buyer's market, but this condition did not continue in such a large measure last year.

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NDICATIONS TRENDS AND

Light-Weight Shoe Movement Creating Extra Pair Sale

Reports from leading shoe merchants or the country indicate that the overment for light-weight shoes has that the movement made rapid strides and that the light-weight shoe is here to stay. Lightweight shoe is here to stay. Light weight shoes from a standpoint of comfort are finding great satisfaction with men, but the point of particular interest

is the sales opportunity for live shoes merchants with shoes of this type. Merchants recognize the possibility of stepping up their volume considerably by the sale of extra pairs and it has been pointed out by some prominent shoe merchants that a concerted movement on the part of shoe retailers handling light footwear would increase their sales materially. The idea is a result of thoughtful merchandising endeavor and the movement is one that should be

watched with interest.

Production of Women's Clothing Is Announced

Establishments engaged in the manufacture of women's clothing, not in-cluding contract shops, reported an out-put in 1923 valued at \$1,361,372,646, an increase of 39.1 per cent as compared with 1921. This total is distributed to the following groups: Suits, Skirts and Cloaks ... \$504,944,206

Shirtwaists, Blouses and 608,125,272

coats 113,612,661
All Other Classes. 130,562,723
The amount reported by establishments manufacturing women's clothing under contract was \$45,411,189. It is interesting that of the 5,456 establishments reporting 3,732 were in New York.

Population Increases Eight Million Since Last Census

Unofficial figures indicate that the population of the United States by July 1st, will be 113,500,000, an increase over 1920 of 8,000,000. Of this increase it is estimated that 2,000,000 are immigrants and 6,000,000 native born.

Detail of Department Store Sales by Percentage

The Monthly Review of the Federal Reserve Bank of New York contains the following tabulation of the percentage of sales of the principal departments in department stores:

		P	er	Cer	at of	Sale
Department	to	Sa	les	of	All	Depti
Furniture						1.3
Cotton Goods						3.0
Home Furnishings						19.4
Hosiery						2.7
Men's and Boys'	We	ar.				7.9
Shoes						3.1
Women's ready-to						
ories						13.2
Woolen goods						3.7
Women's and M	iss	es'	1	Read	iv-	
to-wear						11.0
Silk Goods						3.7
Miscellaneous						24.8

Only Forty Million Tooth Brushes Sold Each Year

A report made to the American Brush A report made to the American Brush Manufacturers Association at their annual convention recently placed the sale of tooth brushes in the United States at only 40,000,000. It is hard to believe that at least one tooth brush per year per capita is not sold. With the average life of a tooth brush from three to four months, if the American have the sale of the took o people gave proper care to their teeth they should purchase at least 330,000,-000 brushes a year. There appears certainly to be a wide field for stepping up tooth brush sales.

The Weather's Effect on Gasoline Consumption

The mild open weather which the country had been enjoying for the first three months of 1925 has reacted directly upon gasoline consumption which is now running 30 per cent ahead of last year. Oil production is up about 1 per cent over last year with the increase in production largely in the heavier grades. Light oil, in fact, is about 100,000 barrels daily below last year's production.

- The right Product - Markets and Competition - Sales Methods - and then Advertising

DORRANCE, SULLIVAN & COMPANY

31 Milk Street BOSTON

130 West 42nd Street NEW YORK

The Seventy-Five Leading Magazine Advertisers of 1924

I N compiling its list of leading advertisers in thirty magazines for the year 1924, the Crowell Publishing Company reports that the total expenditures of the advertisers studied for 1924 are larger than in any previous year, exceeding those of 1923 by \$12,-000,000. As against a total expenditure of \$26,000,000 recorded ten years ago, the total for 1924 has increased to more than \$110,-000,000.

For 1924 seven advertisers are listed with expenditures of more than a million dollars as against five in the previous year. The largest magazine advertiser in 1924 was the Campbell Soup Company which spent \$1,519,200, while in 1915 the largest advertiser was the Quaker Oats Company, with an

expenditure of \$738,289.

The expenditures are based upon a statistical study of the advertising columns of thirty magazines. The following is a list of the seventy-five leading magazine advertisers, which is printed by permission of the Crowell Publishing Company

Company.	
1—Campbell Soup Co	\$1,519,200
2—Procter & Gamble Co	1,409,050
3—Lever Bros. Co	1,339,350
4—Postum Cereal Co., Inc 5—Victor Talking Machine	1,274,830
6—Congoleum Co., Inc	1,184,310 1,181,900
7—Colgate & Co	1,158,455
8—Willys-Overland Co., Inc.	859,850
9—Palmolive Co	785,270
10—Jergens, Andrew Co	777,875
11—Lambert Pharmacal Co	769,039
13—Vacuum Oil Co	752,000
14—American Radiator Co	667,685
15—Ford Motor Co	651,250
16—Dodge Bros., Inc	641,600
17-Valentine & Co	595,500
18-Metropolitan Life Ins. Co.	594,945
19—Cudahy Packing Co	592,000
20—Eastman Kodak Co	566,845
21—General Electric Co	562,140 561,303
23—Chevrolet Motor Co	552,065
24—Fels & Co	539,350
25—Quaker Oats Co	532,580
26—Heinz, H. J. Co	527,970
27—Cream of Wheat Co	525,400
28—Sun-Maid Raisin Growers	518,050
29—Lehn & Fink, Inc	504,410
30—Fleischmann Co	503,560
11-Borden Co	503.000

-California Packing Corp.

484,860

33_Bon Ami Co	462,350
34 International Silver Co.	459,690
33—Bon Ami Co\$ 34—International Silver Co 35—Jell-O Co., Inc	458,200
26 Pond's Extract Co	445,100
36-Pond's Extract Co 37-Buick Motor Co	431,500
38—Armstrong Cork Co	423,700
	413,181
39-Pro-phy-lac-tic Brush Co.	395,400
46—Texas Co	393,400
41—Fuller Brush Co	392,450
42—Hudson Motor Car Co 43—Oneida Community, Ltd.	387,270
43—Oneida Community, Ltd.	385,575
44-Corn Products Refining	204 200
Co	384,300
45—Pompeian Laboratories	382,250
46-Gold Dust Corp	379,570
47-Packard Motor Car Co	354,425
48—Crane Co	342,600
49-Cadillac Motor Car Co	338,870
50-Watkins, R. L. Co, The.	335,452
51-Libby, McNeil & Libby.	335,100
52—Maxwell Motor Corp	325,500
53—Du Pont De Nemours &	
Co., Inc	325,240
54-Firestone Tire & Rubber	
Co	324,800
55—Hoover Co	323,700
56-Coca-Cola Co	322,650
57-Fisher Body Corp	320,100
58-California Fruit Growers	313,550
59-Royal Baking Powder Co.	312,990
60-Standard Oil Co	311,505
61-United States Rubber Co.	309,410
62—Simmons Co	308,960
63-Radio Corp. of America	303,460
64—Armour & Co	301,200
65-American Tobacco Co	298,691
66-Famous Players-Lasky	220,021
Corp. 67—Hupp Motor Corp	298,500
67—Hupp Motor Corp	295,980
68—General Motors Corp	288,300
69-Hart, Schaffner & Marx	284,775
70-Kroehler Mfg. Co	283,900
71-Zonite Products Co	282,870
72-Chrysler Motor Corp	281,100
73—Southern Cotton Oil Co.	280,776
74-Washburn-Crosby Co	279,250
74—Washburn-Crosby Co 75—Squibb, E. R. & Sons	278,460
The totale sines show	

The totals given above are strictly concerned with magazine advertising. They do not include expenditures which many of these companies make in newspapers, farm papers, outdoor advertising, street-car card advertising, business papers, direct mail, theatre programs, window displays, directories, motion pictures, novelties, premiums and other mediums.

Death of E. A. Oliver

Death of E. A. Oliver
Edwin A. Oliver, former publisher
of the Yonkers, N. Y., Statesman,
died on April 22, at his home in
Yonkers. He was sixty-nine years
old. After completing his education,
Mr. Oliver began his newspaper work
as a reporter on the Statesman which
was founded by his father. He became editor and publisher when his
father died in 1903 and retained an
active interest in the paper until 1923,
when it was combined with the
Yonkers News. For many years Mr.
Oliver conducted a daily column
known as "Humor and Wit," which
brought him recognition as a humorist. brought him recognition as a humorist.





"The Predominance of Fiction"

What do People Read?

Proofs and Percentages

184th Edition

"The Four Horsemen of the Apocalypse," the fiction sensation of years, has galloped through the astounding number of 184 editions and is still going strong. Why? Fiction.

62% is Fiction

Sixty-two percent of the reading matter in sixty-one general magazines on the market is devoted to *Fiction*.

70% Buys Fiction

Seventy percent of the reading public buys fiction magazines. Because the reading matter that is liked best is *Fiction*.

58% of Public Library

In the New York Public Library, where more people read more books than anywhere else in the United States, fifty-eight percent of all the books read are Fiction.

All-Fiction Field

Magazines of Clean Fiction

People Read Fiction

The report of the New York Public Library which has just been published shows that of the total circulation of books taken home from the various branch libraries during 1924 fifty-eight percent were fiction:

Fiction .				5,544,475
Literature				797,656
Sociology				795,574
History				351,180
Philology				336,518
General W	or	ks		323,909
Fine Arts				295,645
Biography			10	281,670
Useful Art	18			235,830
Travel .				192,654
Science				172,887
Philosophy				. 112,814
Religion				109,064

Small wonder that alert advertisers are turning more and more to those magazines that satisfy the reading tastes of the nation—the magazines that form the powerful economic unit called The All-Fiction Field.

All-Fiction Field

Read by Everybody-Everywhere

What the Reader Pays

Last month the readers of the All-Fiction Field paid \$1,253,370 to read these magazines.

Last month the readers of the Red Book Magazine paid \$202,458 to read that magazine.

The All-Fiction Field

COMPRISING

Adventure Ainslee's Argosy-Allstory Complete Story Detective Story Everybody's Flynn's Love Story Munsey
Sea Stories
Short Stories
Sport Story
The Frontier
The Popular
Top-Notch
Western Story

PUBLISHED BY

Doubleday, Page & Co.
The Ridgway Company
The Frank A. Munsey Company
Street & Smith Corporation
MEMBERS A B C

\$3,400 a Page

All-Fiction Field

Circulation 2,575,000





No Need for Stiffness When a Line Is Pictured

It Is Entirely Possible to Devise a Human-Interest Illustration Even Though a Number of Models Must Be Introduced

By W. Livingston Larned

THE customary practice, in mapping out an advertisement which must contain from four to six models of the one product, is to run the individual reproductions minus all accessories, background, figures or any other form of incidental embel-

tisers have worked out interesting solutions.

Current Marmon automobile advertising offers a good example. There are three different closed-car models in the New Marmon line. One plan would be to photograph these cars, silhouette them, and group them

them, and group them in the space as pleasingly as possible. Or, they might be superimposed upon flat grey background and surrounded by dignified borders. Both compositions, however, would be stiff and formal to a degree. There would be nothing to supply individuality of layout.

The Marmon way, however, was the novel and newer way. The accompanying reproduction shows with what cleverness Marmon overcame this pictorial difficulty.

The advertiser of kitchen ware, who presented a number of his items on a kitchen range, had the right idea. The old method would have been to picture each separate piece of ware superim-

posed against white paper. But it is vastly more interesting to illustrate them on the job. By throwing the range well into the foreground, the goods were reproduced in large size, and steam rising from a few of the pieces and appetizing foods in others, animated the composition, without recourse to figures.

In another layout, the bright

NEW MARMON

It's a Great Automobile"



"The New Marmon line, with closed cars as its strong point, has struck a responsive chord in the hearts of prospective buyers of fine cars—beyond a doubt."

All psecially oper car prirs, the New Marines Bandard Cland Cam have noterilly attracted the greatest instead. All New Mersons Bandard Chood Cars heve; modern, confortable, noterided from sons—field-stand, deren-likes rose seat, ample for theirs—first (4), wide dozes (on "definising over" ferent seat corceptors when greing: in or seaf—specially give cours, no cremping—consover-par firmans in the conformal principle of the firms the firms at a confident feature of a first-seat when the conformal principles of the confident feature of a first-seat when the conformal principles are confident feature of a first-seat when the confident feature in the confidence of a first-seat when the confidence feature in the confidence of a first-seat when th

-Comprehensive selection of New Marrisol Facilities permissing cell more unimate expension of present turn.

Gave sen, \$1/67. Charles, \$259 of 2505 (a.s.). Intimates, valuable of an

MARMON AVOIDED THE CATALOGUE STYLE BY ADDING HUMAN FIGURES APPROPRIATELY PLACED

lishment. The advertiser appears to assume that the basicidea is not unlike that of a catalogue page and consequently the catalogue method of picturing a line is usually followed. The problem of injecting human interest, animation and composition charm into copy of this type, is not easy to solve. Within recent months, however, several adver-

ware was pictured, hanging as it naturally would, in a kitchen cupboard. A third design presented seven pieces, just delivered, and unwrapped, on a kitchen table.

These are all methods of getting away from the catalogue style of stilted composition.

A manufacturer of furniture has seven chairs to present in a single advertisement. He goes

about it in this progressive fashion: First, a panoramic view of a most attractive sitting room. It is made to occupy the full width of a periodical page and a depth of about ten inches. This photo-graphic vista he has air - brushed with white, until it is just half strength. Then the full-strength halftones of the pieces of furniture are superimposed upon it. The humanizing room scene becomes a natural background.

Leaders in this new pictorial method of showing the line have been the manufacturers of clothing. These advertisers really started with their catalogues and then employed the same idea in publication copy. The present-day plan is to

make living, human-interest panoramas. It may be a scene at a motor race, or a garden party or at a railway station, but, whatever the basic theme, every figure in a suit of clothes manufactured by the company is an actor in a little drama.

In much the same manner, manufacturers of table ware have developed their illustrations. A very fine lace table spread becomes a background against which the different numbers of a line are placed. Or a table may be set, to show a complete line for all purposes.

In advertising twelve different

models of watches, the Ingersoll Watch Company demonstrated the improvement which this new idea makes possible. The advertisement had to show these twelve types of watches. How could it be done, and still provide an artistic and interesting composition?

The entire piece of copy was divided off into twelve squares,



SURELY THESE DECIDEDLY HUMAN FACES ARE MORE RE-FECTIVE THAN THE ORDINARY CATALOGUE PRESENTATION

into which photographic reproductions of the watches were placed. But enough room remained in the squares for secondary illustrations and they were packed with interest. One watch, for example, could be used by a business man to good advantage. The square in which this watch was pictured had an illustration of a business man seated at his desk. The same idea was carried out in the square showing a watch for Boy Scouts and so on through the The advertiseentire twelve. ment teems with human interest, with life, with character and nothing of the material side is rsoll ated new verelve d it an osiwas ares,

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It Can't Be Done!

THE GRAVURE ADVERTISER who tries to cover the Greater New York market without the use of THE WORLD GRAVURE is attempting the impossible.

With more New York City circulation than its two Sunday competitors *combined*, THE WORLD GRAVURE is absolutely indispensable where complete coverage is essential to the success of a campaign.

Add to this the beautiful color-effects possible in TINTO-GRAVURE, and you have a medium that fulfils every requirement of effective gravure advertising. The process is exclusive with THE WORLD.



MALLERS BUILDING CHICAGO SECURITIES BUILDING SEATTLE PULITZER BUILDING NEW YORK CHANCERY BUILDING SAN FRANCISCO

GENERAL MOTORS BUILDING DETROIT TITLE INSURANCE BUILDING LOS ANGELES sacrificed. The watches are as large as they should be. It is a catalogue page plus the essential

reader interest.

A particularly interesting advertisement for pipes was used by Wm. Demuth & Company, for its Milano line. Five smiling smokers, each different as to characterization, faced into the copy. Each held a pipe between his teeth. This sent the pipes, unobstructed, into white paper and in the direction of the text which explained them.

A maker of four different types of tooth-brushes was five years in discovering that the best way to illustrate all of these brushes, was to hang them on one of the typical, circular holders, with a hint of bath-room tiling

behind.

The scheme seems to be to link the products up with a perfectly natural environment, a background setting which has either life and figures, or still-life. The result is an advertisement which does not appear as though it were torn from a catalogue.

HOW TO DO IT FOR TIRES

"Yes, but how could I do that with automobile tires?" inquired an advertiser. He explained that he could not equip one car with four different types of tires.

four different types of tires.

An artist supplied him with four different composition ideas, and it will be interesting to note

what they were:

First, a row of cars, in absolute outline, coming along a country road in close formation. There were four cars and each car was equipped with a different type of tire. Then there was a spirited scene in a dealer's shop with the tires in their respective racks, and a customer talking them over with the clerk. A third illustrasuperimposed the models against a motoring background, which was done in soft grays, in order to bring out the tires, and the fourth picture was four commuters, walking along a platform, carrying tires on their arms. Each had his special preference. Here, then, were four different methods of cataloguing a line, without the old-fashioned catalogue atmosphere.

In advertising tools is there nothing to do but to show all of the tools lined up across the advertisement in the catalogue spirit?

The modern advertiser says "no." He brings a fine old carpenter into the foreground, opening his tool chest and getting ready for a real job. He is taking out tools. Some are placed neatly upon a plank on a foreground arrangement. At least twenty different tools were pictured and in perfect detail, too.

Another layout showed a home workshop high in the attic. The tools were photographically exact, but they hung or rested in natural positions. The reader could imagine what might go on in this attic retreat. No figures were included, but imagination placed

them there.

A line of garden tools must be shown—five of them, and featured uniformly. What better than an illustration showing five members of a family each using one of the implements in a home garden? By graying-down the actual figures, the products were made to stand out, in true catalogue style, plus human interest.

A packer of canned meats sought something different in displaying his line. The artist drew a humorous picture of a typical holiday morning with Mother trying to fix a picnic lunch. All of the different cans opened and unopened, were placed in the foreground of a composition which pictured her busily engaged in filling the hamper. Friend husband had just appeared at the doorway to remind her that she must not forget a half-dozen tongue sandwiches. He held the can of tongue well to the fore of the composition.

This art problem will arise in 'most every organization where the line is long. It is slurred over too frequently. A sincere effort to avoid the catalogue type of illustration when it is clearly out of place would go a long way toward helping many advertisers achieve more effective copy.

Check up on New Orleans

—Ever try looking up a newspaper's commercial rating before placing your schedule?

—Ever occur to you that in the publishing business, as in others, a record of financial success and ability to give customers full value for their money are likely to go hand in hand?

We don't like to brag, but we would be right pleased to have you look us up in either of those handsome reference works issued, respectively, by Mr. Bradstreet and Mr. Dun.

Permit us to reiterate: Sometimes it's just as essential to look 'em up when you're the buyer as when you're the seller.

The Times-Picayune

Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco and Los Angeles

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1925

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OF THE PEOPLE?

AFTER the Battle of Waterloo, Napoleon fled to Paris and remained there a few hours. In the street below the crowds cheered his name.

In amazement Napoleon turned to those beside him: "Why do they cheer me?" he cried. "What have I done for them? I found them poor—I leave them poor."

That, too, is the tragic epitaph of all the demagogues. In their self-seeking they promise everything and leave the people to pay the price for such promises. The people pay in disillusionment, in blasted hopes, in high taxes, and in the evils of patentmedicine economics.

When wheat began to climb last August, "friends of the people" told the farmers that it was all a trick of the interests—Wall Street manipulation—to get the farmers' vote; that after election prices would go down to the old level.

Thousands and thousands of the farmers acted on the market forecasts of those political prophets and dumped their grain. They refused to listen to the voice of business; they spurned facts and figures of world conditions. As a result, on every bushel they sold, growers who followed the demagogues lost the advantage of a forty- or fifty-cent advance. In the aggregate, they lost more than a hundred million dollars on wheat alone.*

WHAT PRICE DEMA-GOGY! What a striking contrast between the record of the demagogue and the record of business! Business does not "find the people poor and leave them poor."

General Electric finds the people in darkness and leaves them in light.

American Radiator finds them cold and leaves them warm.

International Harvester finds them bending their backs over sickle and hoe and leaves them riding triumphantly over their conquered fields.

Standard Oil and Henry Ford find them shackled to their front porches and make them masters of time and space, citizens of a larger world.

Business is a real friend of the people.

^{*}The February number gives the details of this interesting incident of political history.

It is high time, in these days of careless thinking and reckless action, that some one stand up and tell the people who are their real friends.

WHEN OWEN D. YOUNG became Chairman of the Board of the General Electric Company, he said:

"Only one danger confronts The future electrical development of the United States is bound to be enormous. No one can prevent it, and all must profit by it. The danger is that the growth of our industry will outrun public understanding; that people will see and fear our size without understanding our service. We must make it clear to all that progress consists in lifting the burden of routine and drudgery from human shoulders to the tireless shoulders of the dynamo; that every loafing stream is loafing at the public's expense; that every added kilowatt means less work for some one, more freedom, a richer chance for life."*

American business, as a whole, faces that danger today, the danger of outrunning public understanding.

The public must have the opportunity to understand the intricate workings of business and the goals to which business men look.

NATION'S BUSINESS is a magazine which believes that the foundations of business are sound, that business men are just and honest and eager to give more than value for money received. It is a magazine devoted to the task of interpreting not only the aims and beliefs of business, but the increasing interrelations of industry as well. Published by the largest business organization in the world, it is founded on the belief that anything not for the good of the public is not for the good of business.

Subscribers today, 185,000; five years ago, 42,000.

*See February number for "Facts that the Senate Never Got."

NATION'S BUSINESS

MERLE THORPE, Editor

PUBLISHED MONTHLY BY THE CHAMBER OF COMMERCE OF THE UNITED STATES, WASHINGTON, D. C.

News, Cleveland Plain Dealer and the Kansas City Star

ed to

0, 1925

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Dairy Farmer



Summer Income

On a dairy farm the income is always largest during the summer months.

A survey by our Bureau of Market Analysis shows that May, June and July are the peak months. Creameries and other dairy interests pay the farmer more for butter fat during this period than at any other time.

Readers of THE DAIRY FARMER have an assured income evenly distributed. It is only good business, however, to talk to them when their pocketbooks are fullest.

Let us tell you about summer sales possibilities among the 180,000 dairymen who read THE DAIRY FARMER.

THE MEREDITH PUBLICATIONS

THE DAIRY PARMER SUCCESSFUL FARMING BETTER HOMES AND GARDENS E. T. MEREDITE, Publishe DES MOINES, TOWA 0, 1925

Awards at Art Directors' Club Exhibition

Fourth Annual Exhibition of Advertising Art Now in Progress in New York

 $T_{\text{ of }}^{\text{HE Fourth Annual Exhibition}} \\ Advertising \text{ Art, sponsored} \\ \text{by the Art Directors' Club of} \\$ New York, which opened at the Art Center, New York City, on April 27 and will continue until May 14, has brought together the usual impressive representation of American advertising illustrations.

The present exhibition shows a further swing toward a sensible basis for such showing of illustrations, the basis of judging the pictures not as "art" but as "advertising art." As was the case last year, each illustration is hung with a proof of the finished advertisement in which it was used and this year a new prize has been awarded for the best complete advertisement.

As has been customary in the past, color work predominates the exhibition and is given pre-eminence by the hanging com-mittee. In many instances, however, the black and white sections show more strength than at any time since the inauguration of the

annual exhibitions.

The Art Directors show has become a permanent feature of the advertising year and has done much to quicken advertisers' sense of appreciation for the value of good art in making good advertising. It is not pre-eminently an exhibition for artists or art critics. It is for the advertiser and the agency, and as such has attracted each year an increasingly important and an increasingly interested group of spectators.

The awards were as follows (the names of the advertisers, the agency and the artist appearing in the order named in each instance):

In the group of paintings and drawings in color: ngs in color:
Figure Section: Medal awarded to
the International Silver Co., N. W.
Ayer and Son, Walter Biggs. First
Honorable Mention: The Postum
Creal Co., Young & Rubicam, Pruett
Carter. Second Honorable Mention:
Andrew Jergens Co., J. Walter
Thompson Co., Job Carrol.

WA

Still Life Section: Medal awarded to Southern Cotton Oil Co., Calkins and Holden, Inc., Rene Clarke. First Honorable Mention: The Jell-O Co., Inc., Dauchy Co., Guy Rowe. Second Honorable Mention: Sun-Maid Raisin Growers Assn., J. Walter Thompson Co., Henry Howard Maust.

Miscellaneous Section: Medal Awarded to Lincels Metes Correct.

Growers Assen,
Co., Henry Howard Maust.
Miscellaneous Section: Medal
awarded to Lincoln Motor Co., Critchfield & Co., H. Sundblom. First Honorable Mention: Chemical National
Bank, Dorland Agency, Inc., Edward
A. Wilson. Second Honorable Men-

A. Wisson. Second Honorable Mention: Strathmore Paper Co., Federal Advertising Agency, C. P. Helck. In the group of posters and car cards: Medals awarded to the Fleischmann Co., J. Walter Thompson Co., Norman Rockwell. Honorable Mention: Liggett & Myers Tobacco Co., Newell-Emmett Co., Walter White-head

head. head.

In the group of black and white illustrations: Medal awarded to: Fioret, Inc., N. W. Ayer & Son, Bonito. First Honorable Mention: Dodge Bros., George Harrison Phelps, Inc., William Meade Prince. Second Honorable Mention: Nordyke & Martin Market Co. Inc.

Honorable Mention: Nordyke & Mar-mon Co., Homer McKee Co., Inc.,

Honorable Mention: Nordyke & Marmon Co., Homer McKee Co., Inc., Hadon Sundblom.

In the group of pen and ink work: Mcdal awarded to: Erwin Wasey & Co., Frank Hoffman. First Honorable Mention: Liggett & Myers Co., Newell-Emmett Co., Ruskin Williams. Second Honorable Mention: The Jell-O Company, Inc., Dauchy Co., Herbert Stoops. Third Honorable Mention: Doran Publishing Co., Bertrand Zadig. In the group of decorative design: Medal awarded to: Richards Country Club, Gocale-Roese Studio. First Honorable Mention: F. Schumacher & Co., J. Walter Thompson Co., Robert McQuinn. Second Honorable Mention: Strathmore Paper Co., Federal Advertising Agency, Guido and Lawrence Rosa. In the photographic group: Medal awarded to: The American Rolling Mill Co., George Batten Co., Inc., H. W. Scandlin, First Honorable Mention: Fostoria Glass Co., N. W. Ayer and Son, Grancel Fitz. Second Honorable Mention: Dobbs & Co., T. L. McCready, Alfred Cheney Johnston. For best complete advertisement:

T. L. McCready, Alfred Cheney Johnston.
For best complete advertisement:
Medal awarded to Postum Cereal Co.,
Young & Rubicam, Pruett Carter. First
Honorable Mention: Black, Starr &
Frost, Calkins & Holden, Inc., Rene
Clarke. Second Honorable Mention:
U. S. Gypsum Co., Erwin, Wasey &
Co., Myron Perley. L. McCready, Alfred Cheney Johnston.

The jury was composed of the following: Charles Dana Gibson, Life; Gerald Page-Wood, Erwin, Wasey and Co.; Richard

son Co.

Apr. 30, 1925 A Good Sport WILLIAMS & WILKINS COMPANY BALTIMORE, MD., Apr. 24, 1925. Editor of PRINTERS' INK:

Carr Agency Opens New Offices

Walsh, formerly of Colliers; Walter Whitehead, Newell-Emmett Co.; Frederick Suhr, George Batten Co.; Nathaniel Pousette-Dart, and Gordon C. Aymar

(Chairman of Exhibition Committee) of the J. Walter Thomp-

The C. C. Carr Advertising Agency, Inc., St. Petersburg, Fla., has opened offices at Tampa and Orlando. On June 1 an office will be opened at Jacksonville. C. D. Levin, for many years in advertising agency work, will be in charge of the Tampa office. Laurence S. Lynch, formerly with the Winter Park, Fla., Herald, will have charge of the Orlando office. Harry E. Burns, director of the Thomas Advertising Service, at Jacksonville, will have charge of the Carr office in that city when it opens.

California Newspapers Appoint Kimball-Mogensen

The Kimball-Mogensen Company, publishers' representative has been publishers' representative, has been appointed national advertising representative of the following California newstive of the following California newspapers: Anaheim Bulletin, Chico Enterprise, El Centro Imperial Valley Press, Fullerton Daily News, Marysville Appeal, Monterey Peninsula Herald, Palo Alto Times, Redwood City Tribune, Riverside Press, Salina Indes, San Bernardino Sun and Telegram, San Luis Obispo Telegram and Herald. Santa Ana Misror, Tulare Advance and the Ventura Post and Democrat.

> Direct Mail Association Appoints J. B. Mills

At a recent joint meeting of the board of governors and the Boston executive council of the Direct Mail At a board o executive council of the Direct Mail Advertising Association, which was held in Boston, Joseph B. Mills was appointed chairman of the committee which will arrange the program for the annual convention. The convention will be held in Boston on October 28, 29 and 30. Mr. Mills, who was at one time president of the association, is publicity director of the J. L. Hudson Department Store Company, Detroit.

D. F. Whittaker with Boulden & Associates

Don F. Whittaker has been elected vice-president and secretary of Hal T. Boulden & Associates, Inc., publishers' representative. He will be located at the New York office. Mr. Whittaker was formerly with the Peerless Motor Car Company.

Martin Anderson. who has been covering the Middle-West territory, with headquarters at Cleveland, has been appointed manager of the Chicago office.

You are most punctilious in sending In a containing a copy of my letter of April 4 and your comment thereon, in which you use such tender epithets as "dishonest" and "despicable" with regard to the proposed book which we intend to publish.

publish.

May I say that if the epithets apply to me they apply also to the late President Rossevelt who made the sort of thing happen that we have in mind and made no secret of it. It applies also to the present vice-president of the United States who proposes to ride again over the course taken by an ancestor of his in order to rescue that ancestor's name from oblivion and make it comparable to that of Paul make it comparable to that of Paul

But I cannot find it in my heart to be vindictive toward the editor of PRINTERS' INK even though he chooses

Suppose an event is made to hapoen which is not false or not misleading and which is actual news which the editors of newspapers are more than glad to handle because it is the sort of stuff in which their readers are interested.

As an instance: A few years ago it As an instance: A few years ago it was desirable to create interest in the sale of Christmas Seals in Minnesota. The "press agent" who had charge of the matter found himself with a dearth of interesting material. But it so chanced that Governor Preus at about that time was presented by Mrs. Preus with a baby girl. The latter was, owing to various circumstances, not named. Governor Preus was persuaded to name the child with the euphonious combination of syllables meaning "Christmas Seal" in Norwegian. Since he and Mrs. Preus were of that ancestry, the name was appropriate.

Here I take it is a piece of genuine

Here I take it is a piece of genuine news. At least the newspapers of the State so regarded it. It co-ordinated directly with the sale of Christmas Seals. Was there any hoodwinkery about it?

The book in question is being pre-The book in question is being pre-pared with the prime purpose of show-ing how actual news can be created and why it is both unnecessary and un-ethical to resort to the sort of thing which your comment in PRINTERS' INK excoriates.

Don't you think on the whole that you rather owe me an apology?
WILLIAMS & WILKIN COMPANY,
ROBERT S. GILL.

Manager, Publication Sales.

Transferred by J. Walter Thompson

Wallace Boren and T. P., Jardine have been transferred from the Chicago office to the San Francisco office of the J. Walter Thompson Company, Inc. advertising agency, Mr. Boren will be in the media department and Mr. Jardine in the production department.

RIPPING water Will wear away a stone In time_

But a charge of Dynamite is Economically sounder, Quicker, Surer.

The American Weekly Magazine With a 4,750,000 circulation Is Advertising dynamite! Economically sounder. Quicker, Surer.



A. J. KOBLER, Mgr.

9 East 40th St., New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American Boston—Advertiser Washington—Herald Atlanta—American Syracuse—American Rochester—American Detroit—Times

Chicago—Herald and Examiner Seattle—Post-Intelligencer San Francisco—Examiner Los Angeles—Examiner Fort Worth—Record r-American Baltimore-American Times San Antonio-Light Milwaukee-Sunday Sentinel & Telegram

"If you want to see the color of their money - use 'color'." A.J.K.

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An Advertised Cross-Word Puzzle Brings 17,000 Solutions

Three - In - One Oil Company Tries an Educational Experiment and Obtains Some Remarkable Returns

THE idea of using a crossword puzzle in one of our national consumer advertisements," said Walter I. Willis, vice-president of the Three-In-One Oil Company, "was suggested to us by our advertising agency in October or November of last year.

"The suggestion was inspired first by the popularity of the cross-word puzzle fad and second by the educational benefit which would accrue to us from the puzzle which had been prepared. The words upon which the puzzle was constructed were largely, though not exclusively, made up of the names of articles, or parts of articles, on which 3-in-1 oil is used. If the public, or any considerable portion of it, could be induced to work the puzzle out, or even try to, we felt they would thereby educate themselves in the many uses of our product and thus become customers or better customers."

The cross-word puzzle was made the subject of a full-page advertisement, in color, and was used in the January 31 issue of a national weekly. Only one insertion was used in one publication. A definite date was indicated as the closing date of the contest. Answers began to come in before the publication was officially in the mail or on the newsstands and they continued to arrive long after the date of expiration. Almost 17,000 complete solutions were sent in within the time limit specified. Of these answers 4,160 were

"The prize offered for a correct answer," said Mr. Willis, "was one of our Handy Oil Cans containing three ounces of 3-in-1 oil and a copy of our de luxe 'Dictionary of Uses.' A three-ounce can of 3-in-1 may not sound, off-hand, like a prize of great value, but one of the things we had to contemplate was that if all the

readers of the periodical in which this offer was made should have taken it into their heads to work out this puzzle, and should have done it correctly, we would have been obligated to deliver something like 14,000 gross of three-ounce cans and contents without charge. It would have put us out of business! As it was we distributed free over 4,000 cans."

The thing that saved Mr. Willis from being put out of business is, of course, the old law of average—the same thing that saves an insurance company from having all its risks die or burn up at the same time. In fact, the solution was "aided and abetted" in the copy of the advertisement, part of which read:

"Just a hint: Most of the words in this Cross-word Puzzle are the names of articles, or parts of articles, on which 3-in-1 is used to lubricate, clean, polish or prevent rust. 3-in-1 is sold at all good stores in 1-oz., 3-oz. and 8-oz. bottles; also in 3-oz. Handy Oil cans. A Dictionary of Uses is packed with every bottle."

So all anyone had to do to get help in working out the puzzle was to buy a small bottle and get a copy of the Dictionary of Uses. This undoubtedly led to many sales. Illustrations of six uses were printed in the advertisement. Moreover, the "horizontal" and "vertical" explanations were clear and simple, like "large cooking stoves (Ranges)"; "wrought metal grating (Grille)"; "weapon, as rifle (Arm)."

The closing date for answers as it appeared in the advertisement read: "Answers must be mailed by midnight, February 28, 1925."
"Correct answers," said Mr.

Willis, "averaged about 25 per cent. All answers were sent to our New York address. Our method of checking them for correctness was simple. We took a

Subscribers READ the Journal-Post

600 people waited for the store to open—at 9 o'clock on a rainy morning —following only one advertisement in the POST—EXCLUSIVELY.

You want RESULTS-The JOURNAL-POST again and again goes out and brings them in.

It swamped the retail store of the National Cloak and Suit Co. in Kansas City. Buyers swarmed in all day-a rainy Thursday at that! It was a tremendous success-and advertised just once-only in the POST.

When you advertise in the JOURNAL-POST, these same BUYERS will seek your products.

Circulation 330,813 (morning and evening)

Kansas City Journal Host

VERREE & CONKLIN

New York

Chicago

Kansas City

Detroit San Francisco

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Gains-

For six months the circulation of

The COUNTRY GENTLEMAN

has been growing steadily. Net paid figures show:

Oct. 4, 1924-775,000

Nov.1,-790,000

Dec. 6,-800,000

Jan. 3, 1925—814,000

Feb. 7,—818,000



Advertising and sales managers will find the reason for this constantly upward tendency in such articles as "The Future of the Democratic Party," by Thomas R. Marshall; "Careless Scientists," by J. Sidney Cates; and "The Health of the Country Child," by Dr. Louise Stanley—in the issue dated May 2.

THE CURTIS PUBLISHING COMPANY INDEPENDENCE SQUARE, PHILADELPHIA, PENNA.

few copies of the correct solution and distributed them among our clerical force. Each was marked to show the commoner and more difficult errors, like 'grills' for 'grille'; 'skie' for 'skee'; 'gear' for 'geer'; 'akkra' for 'accra,' and so forth.

"To everyone who sent in a correct answer we mailed, in addition to the can of oil and the Dictionary of Uses, a leaflet, letter-size, bearing a printed solution of the puzzle. These were not mailed out until after the con-

test closed.

"It was our intention originally to mail this solution sheet to everybody who sent in an answer. whether it was correct or not. The number of answers received, however, so far exceeded our anticipations that the quantity printed was not sufficient to cover the list of names. We will be obliged to print another edition to do this. In addition to giving the correct solution of the puzzle, this sheet recapitulates a few of the more important uses of 3-in-1 oil and is therefore a good piece of advertising matter to put into the hands of those who were interested enough to mail in an answer.

"In my opinion, the principal value of our cross-word puzzle advertisement is not so much the fact that 17,000 people took the time to work out the answer and mail it in, but the large number of readers who must have seen

the advertisement.

"In my opinion, the principal if 17,000 people sent in answers, that figure is only a small percentage of the many who spent varying amounts of time over the advertisement, but did not complete the puzzle and put it in the mail. It is not going too far to believe that ten or twenty times 17,000 readers stopped long enough in going through the magazine to read the copy fully, grasp the details of the contest and speculate over the definitions listed under the captions 'horizontal' and 'ver-Therefore I think our advertisement attracted vastly more attention than an average advertisement does."

Restrained from Using "Fruit of the Loom"

Under a decision of the United States District Court, the Martin & Naylor Company, Inc., New York, is restrained from using the trade-mark "Fruit of the Loom" on any shirts other than those made by the L. Needles-Brooker Company, New York, or its duly authorized licensees.

The defendant was negmitted to defendant was negmitted to

its duly authorized licensees.

The defendant was permitted to offer for sale shirts made from "Fruit of the Loom" fabrie, which is manufactured by B. B. & R. Knight, Inc., New York, provided "Fruit of the Loom" does not appear on the shirts, except on a label bearing the following:

"This is not a genuine 'Fruit of the Loom' shirt. It is not made or guar-anteed by L. Needles-Brooker Company anteed by L. Needles-Drober Company, or any other authorized licensee of B. B. & R. Knight, Inc., the owners of said trade-mark. This is a cheaper shirt, made, however, of genuine on balu trade-mark. This is a cheaper shirt, made, however, of genuine Fruit of the Loom fabric, and purchased by Martin & Naylor Company, from (insert name of manufacturer), the manufacturer of said shirt. It is not guaranteed by B. B. & R. Knight, Inc."

It was also ruled that such a notice shall appear in all advertisements of said shirts.

Philadelphia Automobile Club Advertises

The Automobile Club of Philadelphia is using newspaper space in that city to increase its membership. The advan-tages of membership in the club are rages or memoership in the club are enumerated, the copy states, to aid motor-ists in choosing a club from among eight in the city. The copy features the slogan: "First in Pennsylvania."

Join Ferry-Hanly Agency

A. B. Taylor and Lionel B. Moses have joined the Chicago office of the Ferry-Hanly Advertising Company, Mr. Taylor was formerly with the Charles F. W. Nichols Company and more recently was with Merrill, Price & Taylor, Inc., both of Chicago. Mr. Moses was formerly with the service bureau of the Southern Pine Association, New Calcans. Orleans, La.

New Advertising Service at

Dubuque An advertising business has been incorporated under the name of the Tri-State Advertising Service, Inc., at Dubuque, Ia. Charles K. McCarthy is president; A. H. Petersen, vice-president, and A. M. Bink, secretarytreasurer

Shoe Account for Brisacher

Agency Buckingham & Hecht, San Francisco manufacturers of Buckhect shoes, have placed their advertising account with Emil Brisacher & Staff, San Francisco advertising agency.





Stop off at New Orleans enroute to the A. A. C. of W. Convention in Houston.



VIONDERFUL weather! Many adver-N tising and sales managers in town lately. Some on business: majority on vacation.

All tremendously impressed with modern New Orleans-with its "big league" business methods and tremendous sales possibilities.

All say, Budd's man was right when he told me to study the situation and make my own comparisons. I'm going home Sold to the fact that

In New Orleans It's

The Item-Tribune

week-day circulation approximately 100,000 of which about 80,000 is in the City of New Orleans

JAMES M. THOMSON Publisher

A. G. NEWMYER Associate Publisher

National Advertising Representatives **IOHN BUDD COMPANY**

New York Los Angeles Chicago St. Louis San Francisco

Atlanta Seattle

The Backbone of our en

says

MR. ROBT. R. CLARK President of the **AUNT JEMIMA** MILLS CO.

AUNT JEMIMA MILLS COMPANY

St. Joseph, Missouri December 1, 1934

arteens ward, Inc . 50 Union Square, New York, N.Y.

go are pleased to again compliant the ervice you are fiving up in our advertising in he Elevated and gubray care and stations.

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Yours very truly ATTET STRING NILLS COMPANY

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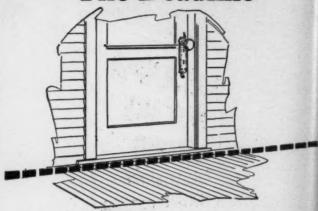
mertising in New York



ADVERTISING

Inc. 50 Union Sq. New York

The Deadline



Man's buying power stops at the doorstep Within the home women direct the budget. They buy the food, furniture, clothing, radio and other home supplies.

The farm wife's power is even greater. She is a real business partner and decides or advises on every important purchase. Only in The Farmer's Wife can you pay farm women the courteous compliment of publicly acknowledging their important influence on your sales.

You reach 750,000 prosperous farm homes with

FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
St. Paul, Minnesota

Western Representatives
Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois



Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City,

Members Audit Bureau of Circulation



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How Newspaper Publishers Regard Radio Broadcasting

Radio as a Disseminator of News and as an Advertising Medium Discussed at Annual Meetings of Associated Press and American Newspaper Publishers Association

By Albert E. Haase

E ACH year the American News-paper Publishers Association prints a list of questions that its members want to discuss at their annual convention. These questions are usually classified under general headings such as "Advertising," "Circulation," "Labor" and "Mechanical." This year there were twenty-three advertising questions for open discussion. Foremost among these was one reading: "Should newspapers publish in their daily radio program the names of commercial broadcasts, 'Goodrich Silvertown Cord Orchestra,' the 'Ever-Ready Battery Orchestra,' etc., or should they cover this with a general announcement such as 'Musical program-Station . . . ?" This particular question not only caused much discussion, but resulted in official action by the association. It was discussed on two days of the three-day convention. In it-self, however, it is the only one of the several facets of radio that came before the annual meeting of the American Newspaper Publishers Association and the Associated Press.

Both of these organizations held their annual meetings at the Waldorf-Astoria in New York last week. First came the meeting of the Associated Press and following immediately on its heels was that of the American Newspaper Publishers Association.

From the many discussions of radio at both meetings it can be said that newspaper publishers are of the opinion that they are beginning to see daylight on the question of the relationship of radio to the newspaper.

There were two particular aspects of the radio question that were of the greatest interest to the publisher: (1) Is radio a competitor of the newspaper as a disseminator of news? (2) Is it an advertising medium?

On the first question newspaper publishers seem to be coming to the conclusion that radio broadcasting will never in any way be a serious competitor of the newspaper. A year ago at the annual convention of these two important newspaper associations this opinion was not much in evidence. A report made then by W. A. Strong, of the Chicago Daily News, as chairman of a special radio committee of the American Newspaper Publishers Association, said that there was no positive evidence of fact on the question of whether or not broadcasting stations could be used commercially for the dissemination of news. This year, Mr. Strong, who continued as chairman of the same committee, reported as follows on this question:

"The difference between radio and the printed page is that with the former there is no permanency. The listener must catch the message on the fly, but the reader can study, assimilate and preserve if he desires things of interest which he finds in the There is a saying newspaper. that people like best to read the things with which they are most familiar; that if a man's house burns he is more interested in the write-up than in any other event in the newspapers; that if he sees an accident on the street he will search the newspapers for a report of it. If this is a fact, bulletin service by radio will serve as a stimulus to circulation rather than a deterrent.

"When the tornado struck Southern Illinois and swept into Indiana nearly every broadcasting station in the Middle West flashed news of the calamity. Every radio listener knew of the tragedy before it could appear in print, but the following day newspapers in Chicago sold more papers than were sold any other day during the month of March.'

This aspect of the radio question was of even greater interest to the Associated Press than it was to the American Newspaper Publishers Association. Since the time of the last convention of the Associated Press, radio had been used to broadcast the news of a presidential election and of other important events. Discussion of the question at the annual meeting of this association led to the passage of a resolution which read as follows:

Whereas, The tremendous and con-

Whereas, The tremendous and continuing growth of radio broadcasting is presenting many new problems not contemplated when the existing hylaws and rules of the Associated Press were adopted, and Whereas, The great public interest in the result of presidential elections and other events of nation-wide importance has repeatedly raised the question of the advisability and wisdom of permitting the limited and restricted use of Associated Press matter in the broadcasting of such special and outbroadcasting of such special and out-standing events, therefore be it Resolved, That the Board of Directors

Resolved, I hat the Board of Drectors be authorized to adopt the necessary rules and regulations which shall permit the broadcast of such news of the Association as it shall deem of transcendent, national and international importance and which cannot by its very nature be exclusive, provide adequate safeguards, and require that very nature be extracted, and require that proper credit in each and every instance be accorded the Associated Press.

Another step-approval by the board of directors of the Associated Press-is necessary, however, before final action results from this resolution, and that step means consideration of the whole subject of radio by the board of The next meeting of directors. the board of directors will be held in October. At that time the directors will not only consider whether or not the association should supply news of "transcendent" importance to broadcasting stations, but will also consider on what basis such news should be supplied. That is to say, whether

or not a charge will be made for the news. The directors will have to consider these facts: The Associated Press is a large cooperative news-gathering organization with men at all points of the world, for whose services it has to meet a big payroll. members of the Associated Press are able to finance it because of the news it furnishes to them, which makes it possible for them to build a publication in which advertising space can profitably be Broadcasting stations are erected either to advertise some individual or organization, or for the purpose of selling advertising space for the profit of some individual or corporation. They are directly or indirectly run for the sake of a profit.

During the very week that the publishers were meeting in New York a report of an investigating committee headed by Richard B. Gilbert, of the Radio Artists Association, was made public. that report it was stated that Station WHN of New York City had a yearly income of \$300,000 from the sale of advertising and annual expenses of \$50,000. Another New York station, WFBH, according to this report has an annual income of \$90,000 and annual expenses of \$35,000.

It is to be presumed, certain publishers feel, that if the Associated Press furnishes such profitmaking enterprises with news of "transcendent" importance it will make their broadcasting service more worth while and give them additional arguments with which to compete against newspapers for the advertiser's dollar. The question, then, is: "Should newspapers furnish free of charge to profitseeking advertising competitors editorial material that the newspapers have bought and paid for?"

It is the same question on which musicians, authors and composers have been fighting radio. Radio broadcasters have told the music composer that they should not be obliged to recompense them in cash for the use of his song. "We advertise your music for you," they have said. And the composer 925

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Interest that pays no profits

AT one end, an "interested" prospect. At the other, an "interested" dealer. And in the background, an intensely interested manufacturer—waiting for distribution to translate itself into sales.

Unfortunately, distribution isn't a bankable asset. When the pinch comes, only sales talk. And the one means of crystallizing unproductive distribution into productive sales is to bring interested dealer and interested prospect together.

Planned Direct Advertising accomplishes this in the most economical, salesmanlike manner. May we explain—without obligation—how its proven fundamentals can be applied to your own business?

CHARLES FRANCIS PRESS

Planned Direct Advertising to Dealer and Consumer

> 46I EIGHTH AVENUE NEW YORK

has replied that he can't live on advertising and has sought adequate copyright protection and legal redress.

Discussion of radio as an advertising medium interested the American Newspaper Publishers Association to a greater extent than did the question of radio as a competitor of the newspaper in the dissemination of news.

On this aspect of the radio question the report made by Mr. Strong, as chairman of the radio committee, after dealing with radio as a disseminator of news, as previously quoted in this article, offered the following observations:

vations:

"The venture of any broadcaster into the ether is for advertising purposes, no matter if he be a newspaper, a manufacturer of radio equipment, a church or a college. The newspaper through broadcasting seeks to attract attention; to build prestige and to cultivate good - will. Skillfully planned programs can emphasize its features and create a reader interest in those features. manufacturer of radio equipment, though he may go on the air primarily to furnish a raison d'etre for selling his equipment, is in reality broadcasting with a view to increasing sales of his product. Several members of the American Newspaper Publishers Association operating broadcasting stations have joined in the advertising program hook - ups and one newspaper has entered into a tentative commercial local advertising program of its own which gives promise of paying the expense of operating the station without adding to the programs they now offer which have an advertising tie-up.

"Since the removal of the Government ban on broadcasting from the higher grade stations, advertising programs are becoming more and more dominant. The quality of advertising programs is usually good, but the same argument used in news for the printed page rather than impermanent ether waves may be used in the case of advertising. The direct result of

radio advertising is still as intangible as the results from the experiment of broadcasting itself. The fact remains, however, that advertising by radio means a split in the advertising appropriation and hence less money for other mediums of advertising. Broadcast advertising, whether direct or indirect, is expensive. One Chicago station charges \$120 an hour for broadcasting programs presented by advertisers. The charge for broadcasting programs through a chain of seven stations is \$1,500 an hour. None of these experiments by broadcasters has been claimed to be profitable. "There seems to be no remedy

to offer, for in the opinion of those who have studied the subject, the situation will take care of itself. The radio public is showing greater discrimination with the improvement of radio sets which offer a greater selection than heretofore. Broadcast advertising if it becomes more specific in its nature is likely to create a reaction on the listeners which will be unfavorable rather than a help to the advertiser. Radio fans are beginning to resent the dis-semination of the lower forms of radio advertising matter through the ether lanes. Only programs of the highest calibre can survive the turning of a radio fan's dials. Such programs mean great expense within the reach of few national advertisers. Only a few of the 25,000,000 listeners are on at one time and the desirable hours are very limited in comparison to the total required to cover a large field of advertising. As soon as the advertiser finds out that he is not getting a response from his broadcasts he will reject that medium as quickly as he will refuse to buy advertising in other mediums which do not produce re-sults. If on the other hand, a successful method is found the public will make radio a competitor of the newspaper."

Discussions of Mr. Strong's report showed that publishers were coming to the opinion that the ability of broadcasting stations to sell time on the air to advertisers

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How I Interpret the Success of True Story

By REV. RALPH WELLES KEELER, D. D.

Pastor Crawford Memorial Methodist Episcopal Church, New York City

As a pastor, I come in daily contact with many experiences parallel to true stories.

And there is always some element of ignorance behind each tragedy uncovered.

I believe that the success of TRUE STORY Magazine lies largely in the part it takes as an ally of parents, teachers and other leaders of youth.

It helps youth by showing life and thus disaster may be avoided.

Its stories make clear lessons which didactic teaching fails to get across.

It challenges parents to be frank with their children before life demands from them a show-down.

This is the first of a series of opinions on TRUE STORY

Magazine expressed by eminent thinkers.

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Reader

READER interest is a excellent quality any publication, by READER POPULARITY is attained only by the best intifield. In Radio it's the RADIO DIGEST.

Radio Digest offers nothing for sale its readers but news. It has only one iron the fire—promotion of the BEST MEAN FOR GETTING THE MOST ENJOMENT FROM RADIO.

Radio Digest Popularity is not an accident. It the result of masterful strides forward in keep fully abreast of Radio Development.

Radio Digest

510 N. Dearborn St. CHICAGO

E. C. RAYNER, Publisher

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Points of Popularity

"National Broadcast Authority"

Most Complete Programs of Any Medium

General News of Radio

Broadcasting — New Developments — Pictures of All Stars and Announcers

Annual Radio Classic—Gold Cup Award for World's Best Announcer

Descriptions of Popular Stations and Personnel

Operating and Trouble Shooting

An Evening At Home With the Listener

Simple Explanation of Radio
Pithy Editorials,
Humor and
Criticism

at New York offices clocated in the Parkxington Building, 247 th Avenue—under the direction of t. Wm. A. Thompson



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and to attract entertainers at no cost, or very low cost, is made possible through "free publicity.

There are advertisers who buy time on the air because it is possible for the broadcasting station to get newspaper publicity for the advertiser. This same condition makes it unnecessary for broadcasting stations to pay professional or amateur entertainers who fill in the gaps between advertisements.

This whole situation, it seems, was laid open to the eyes of newspaper publishers by competitors of advertisers who were buying time on the air. In the candy industry. for example, there are many manufacturers who have long and consistently used newspaper space. They get no publicity from the newspapers. However, ever since one manufacturer in that industry began to use radio broadcasting as an advertising medium, the name his product has appeared week after week in newspapers throughout the country. As this condition continued, candy manu-facturers who had relied upon newspapers as an advertising medium complained that injustice was being done them whenever publicity was given to their competitor in newspaper space, simply because of the fact that he was using radio as an advertising medium.

An understanding of the use of radio as an advertising medium in this light led to the passage of the following resolution by members of the American Newspaper Pub-

lishers Association:

Whereas, It has been called to the attention of your radio committee that free publicity in the newspapers has been offered to advertisers as an inducement to sign a contract for broadcasting paid advertising, and Whereas, direct advertising by radio is likely to destroy the entertainment and educational value of broadcasting and result in the loss of the good-will of the public, therefore be it Resolved, That members of the American Newspaper Publishers Association refuse to publish free publicity in their news columns concerning programs consisting of direct advertising; also, that they eliminate from program announcements the names of trade-marked merchandise or known products obviously used for advertising, and that newspaper broadcasters eliminate all talks which are broadcast for direct advertising purposes. tising purposes.

To summarize: From the discussions on radio at meetings of both of these associations and talks with publishers in attendance it would seem that this statement may be made concerning the relationship of radio to the newspaper from a news and advertising aspect:

(1) Radio is not a competitor of the newspaper as a disseminator of news. There are, however, times when it is highly important that it be used for the dissemina-tion of news that is of "transcendent" importance. So far radio has been able to obtain such news solely because of the large investment made by newspapers in a news-Should gathering organization. newspapers furnish such news to broadcasting stations, free charge, or should it be given to them under any condition when it is considered that most of the stations are private enterprises seeking their profits from advertising appropriations of manufacturers?

(2) Radio has not proved itself to be an advertising medium. So far it has been able to sell itself as such only because of publicity strength gained in newspapers through hired press agents.

The other members of the committee that signed the radio report submitted by Mr. Strong as chairman were Amon G. Carter, Harry Chandler, Louis Hannoch, E. B. Piper, Elzey Roberts, H. S. Scott, J. L. Stewart and Rowe Stewart.

Advertising Questions Listed by Publishers

A MONG the large number of questions listed for discussion, few received much attention, as interest focused on the one concerning radio programs. Among those that provoked discussion were:

(1) "What percentage of advertising receipts should be used in the exploitation of advertising?" and (2) "What is being done by publishers to regulate or improve the typographical appearance of display advertising in newspapers?"

Discussion of the first question pointed to the following answer: 1925

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The general practice of publishers who advertise in order to obtain advertising is to make an advertising appropriation that ranges from 2 to 21/2 per cent of their ad-

vertising receipts.

On the second question it was general opinion that fault could not be found with the typography of national advertising copy. For this condition the publishers gave credit to advertising The retail advertisers agents. were set down as the offenders against the typographical appearance of newspapers. No panacea that would immediately correct this condition was offered. discussion was simply an acknowledgement of the fact that this was the point of weakness, and that time, education and intelligent supervision alone would bring improvement.

Since it seems likely that newspaper advertisers would be interested in knowing what questions concerning advertising a newspaper publisher would like to discuss with other publishers we give the other twenty questions that

were listed for discussion:

(1) When other shoe dealers are advertising higher priced shoes, is it good policy to accept advertisements reading "Don't pay more than \$7.00 for shoes," followed by copy to the effect that one who pays more is extravagant?

(2) Better Business Bureaus — To what extent should they be supported by newspapers? Do they unnecessarily annoy advertisers and the newspapers? If so, what remedy is suggested?

(3) Should not publishers exercise a closer censorship of objectionable and questionable advertising that gets into the papers?

the papers? (4) To what extent should a publisher go in the matter of freak composition on local advertising such as running lines diagonally through an advertisement, etc.? Should an extra charge be made for such composition?

(5) How far is a newspaper justified in directing the typography of advertis-

ing pages

ing pages?

(6) What is the policy of small city mewspapers with a population of from 25,000 to 60,000 regarding extension of credit? To what extent are collections pushed? Are some concerns on "short redit" one week or two? What is the policy on sales advertising when conducted for a local store by professional sales companies like Lyons and Kelly?

(7) Do any members allow cash discount to advertising agencies remitting after the discount date?

(8) Should allowance of agency com-

(8) Should allowance of agency com-

missions be made contingent upon pay-ment of bills within discount date?

(9) Why not deduct 5 per cent from

(9) Why not deduct 5 per cent from 15 per cent agency commission for accounts not settled in fifteen days?
(10) Should newspapers allow agency commission on local advertising when a full corps of solicitors is employed?
(11) How far should publishers go in complying with requests for information and replying to questionnaires from advertising agencies, etc.? Should publishers not have name of prospective advertisers and assurance that newspaper advertising is contemplated?
(12) Should the association not take further action in connection with the co-operation asked by advertisers and agents? Some newspapers coperated

agents? Some newspapers co-operate to such an extent that the cost is almost as great as the receipts from the adver-tising, and something should be done to

tising, and something should be done to curb this practice.

(13) Should not publishers discourage the waste of advertising space, as for instance four, six, eight, ten or more pages from one advertiser in one issue?

(14) Should not publishers eliminate poster advertising in newspapers and advertising which prints so black that it spoils the appearance of the page?

(15) What procedure is best to reduce oversetting of advertising?

(16) Should not newspapers suggest to national advertisers that they include the names of local dealers? Would not the results from newspaper advertising be greater if such a course were followed?

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lowed?
(17) Theatrical advertising and theatrical notices: What course is followed
by members generally with relation to
offering a combination advertising rate
for advertising and "stories and pictures" published in news columns?
(18) What has been the experience
of newspapers which have charged advertisers for cuts?

vertisers for cuts?

(19) Should chain stores pay foreign rates?

(20) Should newspapers stand the cost of letters and broadsides to retail stores in connection with national advertising campaigns?

Advertising Agent Must Show More Assets

HEREAFTER an advertising a population in excess of 500,000 who seeks "recognition" from the American Newspaper Publishers Association must be able to show a net worth of \$10,000. That is to say, before this association will officially notify its members that they should grant the usual discount to a new advertising agent on business placed by him, he must be able to show that he has net assets in amount of \$10,000.

Well enough is not good enough

Tradition is all right until it interferes with trade. There once was a tradition that in New York men's wear could be sold only through morning papers—which simplified matters in making up lists.

But for the business man who wondered if this were so and for whom well enough was not good enough in the matter of sales and net profits it raised a question, particularly in New York, where any tradition has a hard time to justify its existence.



ARTHUR BRISBANE, editor of the New York Evening Journal says:

"Everybody has heard repeated over and over the foolish saying, 'Let well enough alone.'

"Never be satisfied with anything. To be satisfied, contented, approving yourself and approving conditions, is a sign of smallness."

For example:



NEW YORK

Largest Evening Circulation

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WEBER & HEILBRONER

with thirteen men's clothing and haber-dashery stores, say:

"In renewing our 100,000 line contract with the Evening Journal for 1925, it gives us pleasure to note that we exceeded this amount of space by nearly 50 per cent in 1924, and presume we will do so again.

"The past year has been a very successful one with us, and we feel sure that the Evening Journal has played its part in that success."

Louis M. Weiller.

JOHN DAVID

with seven men's clothing and haberdashery stores, says:

"I take great pleasure in inclosing herewith our contract for 1925 advertising in the 'Evening Journal.'

"While heretofore our publicity has been in the morning papers, from the trial given your paper this year I find we have overlooked a very fertile field in the past.

"You will notice that we have again increased the space to be used fivefold over the original contract.

"We feel that it will be a source of satisfaction to you to know of the results we have obtained, and the best way we can show our appreciation is by the size of the contract we are inclosing."

JOHN DAVID.

The Evening Journal publishes more men's wear advertising than any paper in New York except one.

EVENING JOURNAL

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the amount of assets had been fixed at \$5,000. This amount continues as the standard for applicants located in cities having a population less than 500,000. Three years ago the required amount was only \$3,000.

This change was made by a resolution of the convention on the recommendation of the association's committee on advertising This particular commitagents. tee is vested with authority to grant recognition to advertising It reported that during agencies. the year 1924 it had received 114 applications for recognition and had granted recognition to twentyseven.

In making its report the committee offered the following brief comments on advertising agencies:

The committee on advertising agents, while it does not care to indulge in any superlatives, must, as a matter of record, report that its experience during the past year in dealing with advertising agencies has been most gratifying. A better appreciation on the part of advertising agencies as to the purposes of your committee has been manifested and the co-operation, especially in re-

and the co-operation, especially in regard to disclosing financial condition, has developed even further this year, until now the largest and most important agencies are supplying all necessary in the control of the

portant agencies are supplying all necessary information.

The passing of cash discounts, while not of necessity an evidence of financial weakness certainly indicates an unfavorable condition. Your committee has used its good offices, with the co-operation of the members, in an endeavor to break up this practice, and each month a list of agencies has been mailed from the New York office to every member with a request to check up those agencies which have passed cash discounts. Excellent results have followed.

The committee on advertising agents

cellent results have followed.

The committee on advertising agents worked continuously with the New York office in keeping ratings up to date and in acting expeditiously upon applications for recognition.

Only one serious situation arose in the directions of the control of

the advertising agency field during the past year and the prompt action of the manager of the American Newspaper Publishers Association in getting on the scene and co-operating with others interested last to what agency to be a considered. terested led to what seems to be a suc-cessful conclusion.

W. B. Bryant is chairman of this committee. The other members are: Benjamin H. Anthony, Charles D. Atkinson, Hilton U. Brown, F. J. Burd, Edward H. Butler, Amon G. Carter, Harry Chandler, Harry J. Grant, M. F. Hanson, W. J. Hofmann, Paul

Patterson, W. A. Strong, Charles H. Taylor and T. R. Williams.

S. E. Thomason, John Stewart Bryan, George M. Rogers and Howard Davis are members, exofficio.

Thomason Re-Elected and Policies Approved

'HE American Newspaper Publishers Association expressed its confidence in the ability of S. E. Thomason of the Chicago Tribune by re-electing him president and by voting to adopt policies recommended by him in his annual report.

In the report Mr. Thomason made two important suggestions. One was concerned with an extension of activities of the association; the other was concerned with dues. On the first subject he said:

"Despite the success which has met the association's efforts during the year, your directors feel that in many ways and in extended fields, we as an organization of closely allied interests, could increase our usefulness to ourselves.

"The major usefulness of an organization such as ours will always be found in the opportunities it offers for acquaintanceship and the easy exchange of ideas among its members. There is none of us who has not found advantage for his newspaper in the friendship. with others of his craft, that these meetings in convention alone make possible. But these April meetings of the publishing fraternity in New York have, in the natural order, attracted an increasing attendance of allied interests. Our time is consumed with the displays of syndicates, and the demonstration of mechanical devices. The city itself offers so many opportunities for individual business and entertainment diversion, that the opportunity for association between our members is constantly narrowed. We are organized under the laws of New York. Our business meetings will always be held here. But there is nothing to

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prevent semi-annual meetings of the association in the fall at watering places in various parts of the country-where we are away from the diverting influences of a large city, where we are free from the importunities of wellmeaning allied trades, where the small newspaperman and the large can become better acquainted, and arrive at a more sound understanding of each other's purposes. There we can have our discussions and our diversions together-with increased opportunity for better understanding and better relations between our members."

On the matter of dues he said:
"Another opportunity for a
greater realization of the possibilities of our organization lies in
the extension of our facilities for

member service.

"Within the year one of the international unions has undertaken to educate trained negotiators at its headquarters in Indianapolis. Whenever local contracts are negotiated, the union's local comcontracts are mittee will be aided by one of these emissaries from national headquarters. He will be advised in matters of international law. He will be familiar with comparative wage scales. He will be skilled in the use of arguments effective in other cities. If our negotiations are to be effective, we should undertake at once to do the same thing as a part of our labor service to members.

"There are other services the association should perform: could effectively sponsor meetings of our mechanical men and a bulletin service for the exchange of useful mechanical information and methods. We could gather and bulletin information concerning paper waste, waste prices, waste percentages, and handling methods. A similar service could be advantageously rendered to cover paper damage, methods of paper handling, weights of wrappers, and methods of protecting rolls, all questions vital to all of Freight rate advice, and a traffic service could be rendered by our association, which would save our members many times its cost annually.

"The possibility of extending our services into these fields has brought your directors to the question of the expense of maintaining them. We have discussed the possibility of increasing our revenues and examined into our methods of levying dues.

"In many ways we have out-grown the methods heretofore employed in securing from our membership the revenues to carry on the work of our association. Many of the larger newspapers have expressed a willingness to bear a larger measure of the cost of our work. It is desirable that membership be made less expensive and more attractive to those newspapers of smaller circulation and revenues. It is hoped that there may be presented to the convention a proposal to authorize the directors to increase the association's revenues. Such a proposal should contemplate a reduction in the cost of membership of the smaller dailies and an equitable increase in the dues of those larger newspapers better able to bear it."

Both of these suggestions were adopted with enthusiasm by offi-

cial resolution.

All other officers of the association were re-elected. They are: John Stewart Bryan, Richmond, Va., News-Leader, vice-president; George M. Rogers, Cleveland Plain-Dealer, secretary, and Howard Davis, New York Herald Tribune, treasurer.

Hilton U. Brown, of the Indianapolis News; F. J. Burd, of the Vancouver Province, and E. H. Butler, of the Buffalo News, were re-elected directors of the associa-

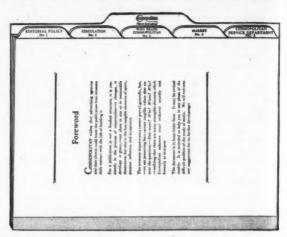
tion.

The other directors are: T. R. Williams, Pittsburgh Gazette-Times and Chronicle-Telegraph; Charles H. Taylor, Boston Globe; Paul Patterson, Baltimore Sun; Harry Chandler, Los Angeles Times, and Charles D. Atkinson, Atlanta Journal.

American Radiator Report

The American Radiator Company, New York, reports net profits of \$11,-153,728 for 1924, after Federal taxes, interest, depreciation, etc. This compares with \$10,968,977 reported in 1923.





Announcement

Cosmopolitan, with which is combined Hearst's International, announces the issuance of the Standard Data File.

This file has the approval of the American Association of Advertising Agencies, and is designed to establish a standard of definite practice in the filing of publication information.





It contains all the essential statistical facts relating to Cosmopolitan; the facts likely to be required when making up lists. It eliminates the existing haphazard method of filing and substitutes an orderly, concise system always available for quick reference.

Additions and replacements will be furnished each month, thus keeping the file complete and up-to-date.

Distribution of the Standard Data File has been practically completed, but a copy will be sent, on request, to any recognized advertising agency that has failed to receive one.

Address

Advertising Department, Cosmopolitan, 119 West 40th Street, New York, N. Y.



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Things you ought to know about Birmingham

Birmingham has a population of 223,507. Birmingham is a city of 53,800 families.

Birmingham district has coal, iron and limestone—the three ingredients of steel—in natural deposits.

Birmingham district produced last year 21,600,000 tons of bituminous coal.

Birmingham district produced 3,750,187 tons of coke last year.

Birmingham district produces 17,000,000 cubic feet of by-product gas daily.

Birmingham district has 44 iron mines and 236 coal mines.

Birmingham has 865 factories and mines and a weekly payroll of more than \$4,000,000.

Birmingham has 21 banks and the clearings last year totalled \$1,367,180,826.71.

Birmingham has 1,200 retail groceries— 188 chain grocery stores; 166 retail drug stores.

Birmingham has a wonderful evening and Sunday morning paper, The News, which completely dominates the territory. It has more than twice as large a circulation as the second paper and carries approximately twice as much advertising.

Net Paid Circulation Now Greater Than

Daily Sunday 81,000 92,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO. New York J. C. HARRIS, Jr.

KELLY-SMITH CO. Chicago 1025

Death of A. O. Backert

A O. BACKERT, president and general manager of The Penton Publishing Company, died suddenly at his home in Lakewood, Ohio, on April 25. He had not been well for the last month and had just returned to his work after a brief vacation. He left the office early in the day and, on his garden. His efforts there overtaxed his strength and resulted in a heart attack.



THE LATE A. O. BACKERT

The career of Mr. Backert was an active one in the business-paper publishing business. Twenty-five years ago he joined the Iron Trade Review and The Foundry as Pittsburgh manager, a position which he held for six years. From 1906 to 1908 he served as Chicago editor of the Iron Age, returning to Cleveland, his home city, in 1908 to become editor of The Foundry and engineering editor of the Iron Trade Review, published by the Penton company.

In 1912 Mr. Backert became vice-president and general manager of the Penton company. About a year ago he was elected president to succeed John A. Penton, who is now chairman of the board. Until the time of his death he continued as general manager of the company, which in addition to the Iron Trade Review

H 00.

and The Foundry, also publishes the Daily Metal Trade, Abrasive Industry, Power Boating, Marine Review and several trade directories.

Mr. Backert, whose full name was Adolphus Otto Backert, earned for himself international prestige as an authority in the foundry industry. As president of the American Foundrymen's Association from 1918 to 1919, he traveled to Europe personally to invite the leaders in the various European countries to attend the interallied foundrymen's convention which was held in Philadelphia during that year. He also conceived the idea of the allied metal congress which was held in Milwaukee in 1918 while he was secretary-treasurer of the association.

In addition he also contributed to the development of the foundry industry by serving as secretary-treasurer of the Foundry Supply Manufacturers Association, which elected him an honorary member, and as a member of the Foundry Equipment Manufacturers Association. He was the author of a number of books and papers on foundry practice and the iron and steel industries.

During his presidency of the Associated Business Papers, Inc., from 1922 to 1923, plans were made for the launching of an educational effort which was designed to secure the co-operation of advertisers in a way that would make the use of business-paper space more resultful. Mr. Backert was vice-president of the association during the previous year and, at the annual convention in 1922, he submitted a committee report with recommendations for standardization of the page sizes of business papers.

At the time of his death Mr. Backert was a member of the executive committee of the National Publishers' Association.

F. E. Quinn Joins Newark Agency

Franklin E. Quinn, formerly with the Newark, N. J., Ledger, has joined the staff of the Frederick N. Sommer Advertising Agency, also of Newark.

First Help the Industry Succeed

PACENT ELECTRIC COMPANY, INC. NEW YORK CITY

New York City

Editor of Printers' Ink:

We should like to have your opinion
of a situation that is of vital interest
to us as national advertisers and manufacturers of radio parts and accessories.
As you know, it is the practice of
automobile manufacturers in advertising

As you know, it is the practice of automobile manufacturers in advertising their cars to specify equipment used in its manufacture. For instance, we read of a car that is Delco equipped—that has Timken bearings, a Fisher body—and we are convinced that it is a good car for we are sold on these units through the national advertising behind each of them individually.

It is quite logical to believe that radio sets will eventually be advertised in the same way—that parts made by leading

It is quite logical to believe that radio sets will eventually be advertised in the same way—that parts made by leading manufacturers will be specified in the advertising of radio sets. In fact, the idea has already taken root among some manufacturers.

We are trying to forecast the future growth of this idea. Will you help us by giving us your views on the subject? PACENT ELECTRIC COMPANY, INC.

R. C. MACDOUGALL.

CHAMPION, Delco, Continental, Fisher, Hyatt and Timken nean much in the automobile industry.

Whether or not radio accessories will repeat the history of the automobile parts and accessories rests with the makers of radio parts and accessories. It all depends upon how good the radio accessory manufacturer is at understanding that one of the best ways for him to advertise profitably is to advertise unselfishly. That is to say, that in his particular case, it is his big job to help the manufacturer of a complete set to sell "radio" to the country. In other words, the radio accessory manufacturer, in addition to helping himself, must also help the entire radio industry in his Eventually the radio set manufacturers will help that accessory manufacturer in their own advertising.

The Pacent Electric Company need not confine its attention to the automobile field in a study of this subject. Consider the house furnishing business. Aggressive advertising by makers of steel and metal had had a marked effect on the sale of wooden beds. The makers of wooden beds had so

long prospered without the use of advertising that they did not know how to meet the competition of the makers of metal beds. But the Seng Company, the manufacturer of a metal frame that fastens onto the headboard and footboard of wooden beds developed a practical method. This company advertised the wooden bed primarily and its metal frame secondarily.

The advertising of the American Laundry Machine Company furnishes a parallel case illustrating the same idea. Home washing was cutting into the profits of the laundry. The local laundry companies could not handle the situation. But the American Laundry Machinery Company, a company having no contact with the public, could and did. It began its now well-known "Send it to the Laundry" campaign. By so doing, this company profitably performed a seemingly unselfish job for the industry it serves.

The advertising of Robert H. Foerderer, Inc., manufacturer of Vici Kid, or the advertising of the American Rolling Mills might be commented on here to show different shadings of this basic idea.

It is not to be doubted that there are, and will be, excellent opportunities for radio accessory manufacturers to serve the radio industry through the right kind of advertising that sells radio. Much of that type of advertising will be needed; for it seems that the radio industry can no longer count upon receiving the same prodigious amount of free space in the next few years that publications have given it in the last We leave that thought two years. We leave that thought with the Pacent Electric Company as being a most important consideration which any forecast on this subject should take into account.-[Ed. PRINTERS' INK.

New Account for Simmonds & Simmonds

The Herbert Boiler Company, Chicago, has placed its advertising account with Simmonds & Simmonds, advertising agency of that city.

SPANISH GOLD

SPANISH GOLD is flowing out of 22 Spanish-reading countries at the rate of a million dollars a day for industrial equipment and supplies alone.

American manufacturers of industrial equipment and supplies can reach 8,000 industrial buyers in the Spanish-reading countries through *Ingenieria Internacional*—the leading engineering and industrial paper serving these countries.

Ingenieria Internacional is a McGraw-Hill publication.

It gives its readers McGraw-Hill editorial values.

It gives its advertisers McGraw-Hill paid-circulation values.

Industrial equipment advertisements in Ingenieria Internacional attract Spanish gold.

Ingenieria Internacional

A McGraw-Hill Publication-Tenth Avenue at 36th Street, New York

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A Solution to the Dealer Electro Problem

APPLIANCE DISTRIBUTING CORPORATION NEW YORK, Apr. 17, 1925. Editor of PRINTERS' INK:

Further on the subject of the "Peren-nial Problem of Dealer Electros," which was discussed in the April 16 issue:
An electroplate illustration of a man-

ufacturer's product that is used in advertising by the dealer is a mighty invertising by the dealer is a mighty inexpensive proposition, whosever may
have paid its cost, whether the advertising appears in the local paper, in a
catalogue or other piece of dealer literature. The product has been shown to
the public in print over the retailer's
name and that's all we need to know.

To support dealers with allowers.

To supply dealers with electros, except on special request, is extremely cept on special request, is extremely expensive and incurs large percentages of waste. But, when a dealer "sends in" for a plate he usually has some good and sufficient use for it which will prove profitable to the manufacturer as well. In a great number of cases it is possible to supply stereotypes or mais to reduce the cost, as many local papers have their own moulding deartments. have their own moulding departments. However, if electros or halftones must

However, if electros or halftones must be furnished, a very simple expedient lies in the practice of charging these to the dealers at cost and crediting their accounts when proofs of the printings are received. This plan builds up an interesting portfolio of "free" advertising to show the general manager when he complains of plate extravagances.

APPLIANCE DISTRIBUTING CORPORATION, COURTLAND B. SHAW, Advertising Manager.

T. R. Williams to Join Oliver Newspapers

T. R. Williams will become associated with the Pittsburgh Gazette Times and Chronicle Telegraph, published by George S. Oliver, on May 1 as a member of the executive staff. For the last twenty-three years Mr. Williams has been with the Pittsburgh Press, of which he was business manager until recently.

Ammen Powder Account with New Orleans Agency

The Charles Ammen Company, Ltd., Alexandria, La., manufacturer of Ammen powder, has placed its advertising account with the George W. Reese Advertising Agency, New Orleans. Newspapers will be used in Tennessee, Georgia, Arkansas, Virginia and North Carolina.

Death of W. Linford Smith

W. Linford Smith, chairman of the board of directors of Oral Hygiene, Inc., Pittsburgh, died in that city on A-ril 26. Oral Hygiene, Inc., is the publisher of Oral Hygiene, which was founded by Mr. Smith.

Buy Control of "Fire and Water Engineering"

I. H. Case and Karl M. Mann, gen-1. H. Case and Kari M. Mann, general manager and advertising manager, respectively, of Fire and Water Engineering, New York, have purchased a controlling interest in that publication. Actual management of the magazine has been in their hands for the last five years. Mr. Mann becomes president and will continue in charge of advertising. Mr. Case will be vice-president and general manager.

Buy San Francisco "Argonaut"

The San Francisco Argonaut, which was recently consolidated with the Los Angeles Saturday Night by Samuel Clover, has been separated and sold to a group of San Francisco newspaper and advertising men which includes and advertising men which includes Joshua Shandeling, Edward A. Morphy, Morton Todd and William Raymond. The Argonaut, which was founded in 1877, will be continued as a weekly.

Denver Publishing Company Elects C. A. Segner

The Denver Publishing Company, Denver, Colo., publisher of the Denver Times and the Rocky Mountain News, has elected Charles A. Segner treasurer. He succeeds the late Kent Shaffer. Mr. Segner is managing editor of the Chicago Evening Post and will continue to make his headquarters at Chicago.

O. H. Sense with Kansas City Laundry Chain

Orran H. Sense has been appointed director of sales and advertising of the Kansas City Laundry Service Company, operator of a chain of laundries in Kansas City. He was formerly general sales manager of the Southern Service Company, Pomona, Calif.

Jardine Appoints N. A. Crawford

N. A. Crawford, professor of journal-ism and advertising at the Kansas State Agricultural College, Manhattan, Kans, has been appointed assistant to William M. Jardine, Secretary of Agriculture. He will direct publicity from that department.

W. D. Braddock Joins Caples Agency

Braddock has joined the Caples Advertising Company, Chicago advertising agency, as an account executive. He was at one time advertising manager of the Chicago, Rock Island & Pacific Railway Company.

Ioins Meredith Publications

Charles B. Coxhead has joined the New York office of The Meredith Pub-

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Washingtonians Are Motorists

According to statistics there are more automobiles operated in the city of Washington than in the entire states of either Delaware, Idaho, Montana, Nevada, New Hampshire, New Mexico, Oregon, Vermont or Wyoming.

The percentage of increase in motor vehicles in Washington is greater than in 30 states.

There is a motor vehicle owned and operated in Washington for every 3.3% of its adult population.

That's indicative of the character of the Washington market—and big as its possibilities are to every worthwhile product that appeals to prosperous people—it is the most economical market to cultivate, because only ONE NEWSPAPER is necessary. THE STAR covers it completely and thoroughly.

The Evening Star.

NEW YORK OFFICE Dan A. Carroll 110 E. 42nd Street CHICAGO OFFICE J. E. Luts Tower Building

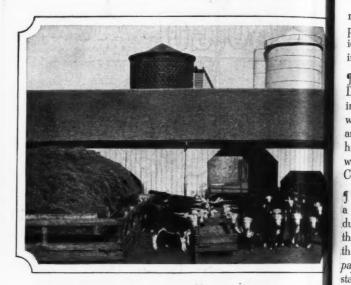
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PUBLICATIONS THE HE





IFTY odd years ago, General Ulysses S. Grant was serving as the eighteenth President of the United States; the Weather Bureau was established; two remarkable inventions - Bell's tele-

phone and Edison's electric light-were yet to be introduced to a waiting world.

¶ Long-horn steers and razor-back hogs were still common. The live stock industry, since become the greatest single producing industry in America, was in its swaddling clothes. The great central

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HE . LIVE . STOCK . INDUSTRY



markets were just getting under way, but the producer of cattle, hogs and sheep lacked a service which would give him prompt and adequate information on prices and trade conditions.

In 1873, the first of THE CORN BELT FARM DAILIES was founded at the Union Stock Yards in Chicago "to furnish the producer of live stock with accurate, complete and timely market reports and such other information as will be useful to him in his endeavors." Later, similar publications were established at the stock yards in Kansas City, Omaha and St. Louis.

THE CORN BELT FARM DAILIES were born of a real need. They have grown up with the industry, are an integral part of it. Developing with the changing conditions of the last half-century, they are today complete daily agricultural newspapers serving as faithfully as ever the most substantial men in American Agriculture—the live stock farmers of the Corn Belt.

Daily Drovers Journal, Chicago Daily Journal-Stockman, Omaha Daily Drovers Telegram, Kansas City Daily Live Stock Reporter, St. Louis

Combined Circulation—More than 100,000 Guaranteed Subscription Price—Each publication \$5.00 per year Combination Advertising Rate—35 cents per line flat Unit Service—One Order, One Plate, One Bill

An Agricultural Campaign to be Complete Must Provide for Effective Coverage of the Live Stock Field

General Advertising Office:
THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago W. E. Hutchinson, Adv. Mgr.
Eastern Office: Paul W. and Guy F. Minnick,
35 W. 42nd St., New York



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Must Be CLOTHED, FED and ENTERTAINED!

An investigation which Comfort recently made shows that there is an average of 3.4 children to every Comfort family.

 $53\,\%$ of these children are between the ages of 1 year and 10. $47\,\%$ are between the ages of 11 years and 25.

Have YOU something to sell that this multitude of American farm children can wear or eat or which will entertain them?

If so, why not tell their mothers about it in that old, friendly, heart-throb magazine which they love? In COMFORT?

"First in the Farm-Family Field"

W. H. GANNETT, Pub., Inc., Augusta, Maine

WALTER R. JENKINS
428 Postum Building
New York

FRANK H. THOMAS 1635 Marquette Bldg. Chicago

How 112 Jobbers Cut Down on Returned Goods Evil

Ten Per Cent Rehandling Charge and Penalization of Salesmen Put in Force by Automotive Concerns

By G. A. Nichols

IN the April 9, 1925, issue of PRINTERS' INK, Arthur R. Mogge, merchandising director of the Automotive Equipment Association, told of the efforts his association is making to bring about more economical secondary distribution. He recounted the findings of L. D. H. Weld, head of Swift & Company's research department, who had analyzed selling conditions among automotive Mr. Weld's revelations of the staggering loss the jobbers are undergoing through abuse of the returned goods and allowance privilege on the part of retailers gave the association something serious to think about. It conducted an exhaustive therefore, to get an accurate line on conditions and to suggest corrective measures.

There was no doubt that the evil existed. An investigation of the industry made by Harvard University was sufficient to convince each jobber member of the association that he was not alone in his troubles as to returned goods and allowances. But the association wanted to know what was the real cause of it all. Was the dealer the one to be blamed? Or did the jobber himself fall short in certain essentials tending to produce the conditions complained about?

After a preliminary survey in which more than fifty jobbers were interviewed personally, it was found that very few jobbers separated returned goods and allowances. Fewer still subdivided either classification. It is true, of course, that these two elements should not be grouped, each having features that need to be dealt with individually. The association was somewhat surprised to learn of this condition, indicating

as it did that the jobbers, while complaining vociferously of their burdens, were not visualizing them intelligently and were taking a great deal for granted.

To get at the real facts and to gain material out of which to evolve recommendations for united action, the association surveyed the entire automotive jobbing field as represented in its membership. And now, for the first time, it begins to see real light on what has been a baffling problem ever since the automotive equipment business has become a real force in merchandising. Complete reports, made out on a questionnaire form, were received from 112 jobber members

An analysis of these shows that the loss brought about by returns and allowances during 1924 averaged 5.3 per cent of the gross sales made by them. On returned goods alone, the average loss was 4.1 per cent, leaving 1.2 per cent as the loss caused by allowances. Some jobbers reported as high as 11 per cent for allowances and returns combined.

DEFINITION OF "RETURNED GOODS"

By "returned goods" is meant all merchandise returned for credit or rehandling. The term covers merchandise returned to the jobbers because of such reasons as customers' errors in ordering, salesmen's errors, house errors, defective goods, credit reasons and approval merchandise.

"Allowances" is a general term covering credit memorandums or cash rebates or refunds made in accordance with some arrangement, agreement or contract having nothing to do with the rehandling of merchandise. Allowances cover items such as refunds on alcohol drums, oil drums, and

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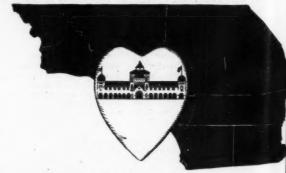
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The heart of the year'rour



—and the heart of Los Angeles —The EXAMINER

THE Los Angeles Examiner KNOWS this prosperous market, and knows it well. It prides itself that it can supply advertisers or potential advertisers with CORRECT market information here more completely and more accurately than any newspaper in the territory.

The Los Angeles Examiner's Merchandising S
clearing-house of practical information on the
in entering the 410,000 homes of its ten

The Los Angeld

T. C. HOFFMEYER
Pacific Coast Representative
571 Monadnock Bldg,
Telephone Garfield 3853
San Francisco

W. W. CHEW

Eastern Representative
1819 Broadway

Telephone Columbus 8:
New York City

arket - LOS ANGELES!

Eastern manufacturers who have looked upon this field with longing can better size up the situation by means of any of the following trade surveys. Agencies are requested to give the name of principal when writing.

Baking Powder Bath Salts Bread Canned Milk Canned Fruits and Vegetables Catsup Chloride of Lye Cleaners (Spot removers) Coffee and Tea Cosmetics Cough Remedies Depilatories Facial Clay Flannel Shirts Fountain Pens Ginger Ale Hair Brushes

Hosiery-Men's and Women's

Insecticides

Jams and Preserves Laundry Soaps Laxatives Lipsticks **Obesity Remedies** Peanut Butter Powder Puffs Radio Head Sets Raisins Rat Killer Refrigerators Shoes Shoe Polishes Smoked Meats Stoves-Gas Table Water Trunks Vinegar Work Shirts

tment is more than its name implies. It is a lmarket, and can fortify you with strategic data on your letterhead for complete details.

380,000 SUNDAY

Examiner

WM. H. WILSON Western Representative 915 Hearst Bldg. Telephone Main 5000 Chicago

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, 1925

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HEW esentative adway embus 81 acid carboys—also rebates on sales contracts covering goods such as oil, tires, tubes, batteries, lamps and bulbs, horns, shock absorbers and other contract items with re-

bate clauses.

In making their returns to the association the jobbers subdivided the various reasons behind the return of goods and were able to trace less than one-fourth of the responsibility to the customers. An average of all the reports shows that 21.4 per cent of the returned goods tax in the automotive jobbing business during 1924 was caused by customers' error in ordering. This is sizable but is not nearly so large as 100 per cent, with which the customer often is charged.

Naturally, in giving reasons for the issuing of credits on returned goods and placing responsibility for errors, the jobbers could give only approximate percentages. But here is the way they divided

it:

Customer's error in ordering	21.4%
Salesman's error	8.8%
Order Writer's error	2.9%
Price Clerk's error	8.8%
Extension Clerk's error	4.8%
Order Clerk's error	4.5%
Shipping Clerk's error	4.7%
Defective Merchandise	8.5%
Exchange Arrangement	8.6%
On Trial Merchandise	4.5%
Credit Reasons	5.7%
Goods Not as Ordered	7.3%
Lost Merchandise	2.6%
Miscellaneous Reasons	6.9%
	100%

The miscellaneous item here covers C. O. D. returns, windshield glass breakage and uncalled for goods.

With the responsibility thus placed, the automotive jobbers are now able to proceed intelligently

in applying the remedy.

The association made a digest of its findings, pointing out the various subdivisions of the process of placing the blame where it belongs. With this as a basis, it built up a composite plan for dealing with both aspects of the evil—composite because it contains what seemed to be best in the working methods of numerous jobbers who reported the smallest percentages of loss through returned goods

and allowances. The plan has been put in general operation, with the result that a considerable reduction in returned goods and allowances is already to be noted. It is too early to reduce the matter to percentages, but the jobbers are convinced they are doing the right thing and that their figures for 1925 will show a great improvement over those of last year.

The first of these subdivisions has to do with customers' errors in ordering. For a long time a general complaint on the part of jobbers has been that dealers pack up merchandise and return it without authorization. The jobber does not know what he has or why he has it until after the packages have been accepted and opened. It has been ascertained that this practice in large measure comes from mistakes in ordering and it applies mostly to orders sent by mail, although the retailers do not hesitate to act in similar manner with the merchandise ordered from the jobbers' salesmen in person.

To eliminate this, the automotive jobbers have instructed their customers and salesmen to the effect that no package from a customer will be accepted unless it bears a special O. K. return tag on the outside. The tag must be procured from the jobber's claim department and is issued only after a complete and satisfactory report has been filled either by the salesman or the customer.

When a retailer wants to return goods to one of the automotive jobbers his procedure is to take up the matter with the house by mail or in person with the salesman who calls on him. He must indicate his wish to return certain merchandise. If he informs the house of this by mail he is sent this returned goods report which he must fill out and return:

 Advertisements that Bundscho puts into type are part of every postman's burden. They are read beneath the lamp in cot and mansion; conned in hotel lobbies, on speeding trains and in the lounge of every Club. Selling, selling, always selling! Wedding rings and limousines; perfumes, gowns and cigarettes; foreign travel, stocks and stockings; "ships and shoes and sealing wax"! Advertising, what adventure! What inspiration for men who think and work in type!



J. M. BUNDSCHO, Inc.

Advertising Typographers

58 E. WASHINGTON - 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU

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That's just what an advertiser does when he tries to reach the vast market of the through magazines South alone. In ten great Southern states with a total population of more than twentyone millions, the largest

magazine has a circulation of but little over 228,000. about one per cent. Let's be generous, and say that only half the population wants the product advertised. Even then you are calling on only one prospect in fifty. You won't find that method in the "Salesman's Manual."

What About Newspapers?

The newspaper is part and parcel of the daily life of the Southerner. Not only does every one read newspapers, but they read them thoroughly, carefully, even

critically. The daily paper is a habit, and it gets earnest attention. Newspaper advertising has its best opportunity here.

A Vast Market in the New South

In 1911 Flagler said: "The next twenty-five years belong to the South." Since that

prophecy, Southern bank deposits have increased 300%. Vast natural resources are being widely developed, her farms yield 42% of the coun-



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try's crop values; her forests 50% of the lumber, her mines have incalculable mineral wealth. The South is

rich. It is a tremendous field for the advertiser. It is easily reached through the newspapers.

Learn the Particulars

This market cannot be neglected. If you want to know how to reach it, what its possibilities are for the advertiser, what Southern newspapers can do in merchandising help, write to the Southern Newspaper lishers' Association at Chattanooga, Tennessee, or to any of the papers in the following list.

You Can Reach the South Thoroughly and **Economically Through These Newspapers**

ALABAMA

Star, Anniston Birmingham News. Age-Herald, Birmingham Times, Huntaville ltem, Mobile
Begister, Mobile
Advertiser, Montgomery
Journal, Montgomery News, Opelika

FLORIDA

Press, Fort Myers News, DeLand News, Miami Herald, Sanford Star-Telegram, Lake-Independent, St. Peters-

burg burg
Times, St. Petersburg
Record, St. Augustine
News, Palm Beach
Sun, Gainsville
Tulburg, Tampa ribune, Tampa Times, Tampa Sentinel, Orlando Reporter-Star, Orlando Herald, Miami Times-Union, Jackson-Wille

Journal, Jacksonville Post, West Palm Beach

GEORGIA Times-Enterprise, Thomasville Ledger, Columbus Herald, Augusta Journal, Atlanta Constitution, Atlanta Journal-Herald, Way-News, Savannah Observer, Moultrie Herald, Albany

KENTUCKY Sun, Paducah

LOUISIANA American-Press, Lake Charles

Advertiser, LaFayette Item, New Orleans Times-Picayune, New Urleans Daily States, New Orleans News-Star, Monroe Times, Shreveport State-Times, Baton Rouge

MISSISSIPPI

Herald, Gulfport

NORTH CAROLINA Tribune, Concord
Observer, Charlotte
Advance, Elizabeth City
News, Charlotte
Post, Poste, Kinston
Dispatch, Henderson
Dispatch, Henderson
Linker Dispatch, Hende Record, Hickory Record, Hiokory
Observer, Fayetteville
Citizen, Asheville
Citizen, Asheville
Gazette, Gastonia
News, Greensboro
Sentinel, WinstonSalem
Times, Raleigh
Times, Raleigh
Telegram, Hocky Mount
News & Observer,
Haleigh
Haleigh

SOUTH CAROLINA

Record, Columbia Herald, Rock Hill Sun-Citizen, Spartanburg State, Columbia News & Courier, Charleston Item, Sumter

TENNESSEE News, Chattanooga

Journal, Knoxville Banner, Nashville Press, Memphis Commercial-Appeal

Leaf-Chronicle, Clarksville Herald, Columbia

VIRGINIA

Leader, Staunton News-Leader, Staunton News, Lynchburg Advance, Lynchburg Review, Clifton Forge News-Leader, Richmond Star, Winchester Daily Star, Fredericksburg News, Danville

Bee, Danville Times, Boanoke World-News, Boanoke

VIRGINIA-TENNESSEE

Herald-Courier, Bristol News. Bristol

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Total \$..... Reason for Return:

A separate blank must be made out for each customer, and all questions answered or no action will be taken on your claim.

Ten per cent will be charged for the re-handling of any merchandise returned re-nanting of any merchanise venturea to us for credit, except in cases where we have been at fault in filling the order. In all cases merchandise returned for credit must be returned "charges prepaid."

The salesman has positively no authority to authorize the return of any merchandise. Instructions must come from

the house.

Salesman's [or Customer's] Signature.

Each salesman has a supply of the returned goods report blanks and it is his duty to fill in a report seeking permission to return certain goods when the customer so requests him.

Dealers were informed of the new policy through the following notice sent out by mail:

To OUR DEALERS: There is an ever-TO OUR DEALERS: Inere is an ever-increasing tendency on the part of our Dealers to return Merchandise, Equip-ment and Radio Apparatus without our authority or agreement. It has always been our desire to deal generously and fairly with our customers in matters of adjustment, but we are being imposed upon by a great number of customers, which has added enormously to our cost of doing business.

We feel that we are justified in ex-

pecting fair treatment from our dealers as they would expect under like circumstances. Because of the growing tendency, we are compelled to announce that here far that hereafter, we can only accept the return of such merchandise or radio apparatus under the following conditions:

We do not sell any merchandise on 1. We do not sen any meta-

trial or consignment, and our salesmen have no authority authorizing the return of any merchandise.

2. We will not accept the return of any merchandise for either adjustment or credit without first receiving our WRITTEN permission from the office.

WRITTEN permission from the office.

3. All merchandise returned without our consent, and not bearing our "Return Tag" will be "REFUSED."

4. In case where permission has been granted for the return of goods, we shall issue return tags with this permission, and our shipping department will be instructed to turn down any "Returned Merchandise" which does not hear this return tag.

bear this return tag.

5. Damage in transit should be adjusted between the dealer and the transportation company. We are always willing to give the dealer all possible help in filing a claim, but we cannot in any cases, assume this loss ourselves.

We will greatly appreciate your utmost co-operation so that our claims, com-

plaints, etc., may be taken care of in a more efficient manner.

The 10 per cent rehandling charge idea grew out of the experiences of fifty-three jobber members of the association who reported they had used it more or less successfully. Several among the fifty-three stated that they had been consistent and unbending in their application of the 10 per cent rehandling charge on all merchandise returned except where the house had been in error. Others said their general policy had been to enforce such a rule but that they had done it more or less spasmodically. If a good customer made a strong complaint against paying the charge it usually was remitted.

The association members who advanced the 10 per cent idea say it will never be altogether effective until all jobbers adopt it and adhere to it absolutely except in cases where their own organization is in error.

Those houses which have had the most success in enforcing the 10 per cent rehandling charge have been foremost in letting their customers know about it. It is very easy for a retailer to overlook rules of this kind and not to see them on printed matter, especially if he is not looking for them very energetically. Some jobbers now recognize that sending a printed message to retailers telling them of the new plan is not enough publicity for it. It is easy for printed matter to be overlooked. Doubtless many dealers would never see such a message, or at least never read it. To meet this contingency, some jobbers in the association have been using rubber stamps to place the message of the rehandling charge on all invoices:

When 10 per cent is collected from the customer for returning goods when the fault is his, the loss to the house on that transaction is thereby minimized or even wiped out entirely. This being done, it then becomes the jobber's privilege to make such corrections or adjustments in his own organization as to cut down his em, 1925

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ployees' mistakes to a minimum. The automotive jobbers believe the two plans, persistently followed up, will inevitably cut down the returned goods and allowance evil to relatively negligible proportions.

How shall these faults within the jobber's organization be rectified?

One jobber got good results by penalizing his salesmen. When credit memorandums are issued in his house, returned goods and allowances are recorded as separate classifications. Credit memorandums issued to cover returned goods are recorded under the subdivisions of House Error, Salesman's Error, Unsatisfactory Merchandise, Credit Reasons or Accommodation.

At the end of a given period this jobber ascertained that a large part of his returned goods claims were due to the errors of salesmen. He then put into effect a rule that on all merchandise returned because of an error on the part of a salesman the salesman should be penalized 50 per cent. For example, if the jobber had to take back \$100 worth of goods from a customer because of a mistake made by a salesman, a total of \$150 was deducted from the salesman's sales record.

The jobber had considerable difficulty putting the rule into effect. Two of his best men flatly refused to work under it. They threatened to resign if the jobber persisted and he allowed them to do so. He realized he was crippling his sales organization considerably, but regarded the rectification of the returned goods matter as even more necessary than retaining the two men.

The remainder of the sales force accepted the rule with some evidences of dissatisfaction. But today the jobber reports everything is working smoothly and the sales force to a man is co-operating with him intelligently in an effort to reduce the returned goods tax.

Another jobber goes even further in penalizing his men. If, in any one month, customers return more than 4 per cent of the merchandise a salesman has sold them, the jobber deducts from the salesman's sales total an amount equal to twice the returned merchandise. This is done before the salesman's commissions are computed.

"We find this plan helps in cutting down returns," the jobber says, "because as a rule the salesman is careful to have the customer understand that the goods are sold when he takes the order. We are very insistent that our salesmen accept no goods from the trade to bring back with them in their cars. All returns must be authorized and handled only by our claims department."

HANDLING OTHER ERRORS

But how about the other people in the organization who make mistakes—the price clerk, order clerk, and the others?

There are several plans in use among the automotive jobbers in which no direct penalty is imposed upon the person who is in error. But at the same time a check is kept of such mistakes and this has an excellent moral effect upon every employee.

The simplest plan, which has proved the most workable, and one that the association is urging upon all its members, is for the jobber to have the typist making a returned goods claim report to run through an extra carbon copy. The copy is reviewed by the person who passes on returned goods. If the report shows that somebody within the organization made an error which was responsible for the return of the goods, the matter is called to the attention of the offending employee, who then has to sign the slip, thus acknowledging the error. slips are filed alphabetically. When the matter of promotion or increase in pay comes up, the individual's slips are a good check as to whether he has done a good job and has helped the jobber keep house errors down.

A more elaborate plan is to have a form upon which complaint reports may be made. This

The Erie Daily Times

Average Net Paid Circulation of the Erie, Pa., Times, 37 years under one ownership and management, 1888-1925.

Established, April 12, 1888

1888		2,626

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1910		21,269
1911		
1912		
1913		22,480
1914		
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1918		28,836 ABC
1919		27,598 ABC
1920		28,060 ABC
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1925 March		28,610 ABC
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Record for 37 Years

The Erie Times has led in bona fide paid circulation and profitable advertising, year in and year out, ever since it was established 37 years ago in 1888 by John I. Mead, Sr., the present owner-publisher.

The average in circulation, as in any business, is what counts. A merchant or a manufacturer is not so much interested in his monthly or quarterly reports as he is in the average for the year. You cannot get away from the yearly circulation predominance of The Erie Daily Times in Erie, Pa. It is a circulation record to which we point with frank pride and to which advertisers look with absolute confidence.

For 24 years, long before the A. B. C. was born, the Erie Times has published in its columns a detailed monthly circulation statement showing net and gross. Regardless of whether the figures show a gain or loss, the latest figures are published just the same.

Circulation from 1888 through 1913 from office records of The Times. The Audit Bureau of Circulations was established in 1914. The Erie Daily Times is a charter member. Our auditor's reports do not cover calendar years, though each report for the fiscal year is divided into quarters, making it possible to give verified figures for the daily average of each calendar year. The figures from October 1, 1924, through March, 1925, are taken from the Times' A. B. C. records.

The Erie Daily Times is the only English daily that has ever been financially successful in Erie, Pa. A vital factor in successful advertising.

Erie Daily Times

A. B. C. Member

Evenings except Sunday Erie, Pa.

Representatives:

E. Katz Special Advertising Agency

New York Chicago Kansas City Atlanta San Francisco

covers the following points: Name and date of account, nature of complaint, how adjusted,

reported by, adjusted by, error by. Under the general heading of "Cause" are listed carelessness, misunderstanding, indifference, lack of instructions, rush of business, error in judgment and unavoidable.

There is a place on the form for the employee to sign an acknowledgment of his error and another place for the department manager to sign indicating that the adjust-

ment is satisfactory.

One reason why the returned goods and allowance evil has reached such extreme proportions is that the heads of business too often regard it as a detail not important enough for their personal attention. How many executives review reports on credit claims and credit memoranda at least once a month? Not very many, according to the viewpoint of a big Indiana jobber, who freely acknowledges he himself was remiss in this matter until a few months ago. But now he has seen it to be so important that he takes personal charge of the whole transaction.

"On the first of each month," he says, "every credit memorandum which has been issued the previous month is placed on my desk for my personal attention. I go through them carefully and classify them according to a list which we have worked out to fit our requirements. Each credit memorandum must have complete information on it or it is sent back for completion to the man who made it, so that by this time every man in our organization knows that he is wasting his time sending through a credit memorandum unless it has all the in-

formation on it.
"The information must be of

such nature that we can tell from the credit memo what the trouble was, whose fault it was, and whether it was subsequently cor-

rected.

"As the credit memos are classified, we naturally find some of them due to errors in our own organization. These are sent back to the man who made them with a special form attached, on which he must make a written report as to the causes and giving a suggestion for an improvement or change of procedure, which would tend to avoid such an error in the future. When goods are returned purely as an accommodation to the customer, and through no error on our part, we make a 10 per cent deduction to the customer for handling charges. Also, the merchandise must be in salable condition and in original cartons.

"At our monthly conference I make a report on credit memos for the previous month. In this report they are also segregated as to the salesmen's territory, and the discussion then brings out clearly who are the chief offenders among our customers and suggestions for correcting the condition. I consider it essential that the management attend to this detail

personally."

Summed up, the working plan which the Automotive Equipment Association has induced its jobber members to adopt, covers these six points:

First: The salesman and customer should be brought to realize the need of reducing the returned

goods tax.

Second: Returned goods figures should be kept separate from allowances.

Third: Returned goods should be classified or subdivided so as to indicate the reason for the credit being issued. At least a division should be made to show whether the customer or the house is in error.

Fourth: Some leading executive in the business should make a daily, weekly or monthly analysis of returned goods reports.

Fifth: Returned merchandise which has been sent back without first being approved by a responsible department head in the jobbing house should be refused.

Sixth: There should be a 10 per cent rehandling charge on all returned merchandise except in cases where the jobber has been at fault. of sta sic on su In kn

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Why Should Druggists Fight Department Stores?

Manufacturers Must Recognize the Best Merchants Wherever They Find Them

TOPICS PUBLISHING COMPANY, INC.

NEW YORK CITY

There appears in the April 2 issue of PRINTERS' INK: a leading editorial entitled 'Foolish Dealer Opposition.' The writer of this editorial evidently predicates his statements on the supposition of an inside knowledge of the actual conditions on the part of his readers, which I am sure the average reader of PRINTERS' INK does not have, a lack of which knowledge makes the generalized statements of this editorial, I believe, misleading. leading.

The bald statement is made "It is a

The bald statement is made "It is a significant fact that the 2,000 department stores of this country sell more toilet preparations than 50,000 drug stores. Comparative percentages are quoted as high as two-thirds for department stores and one-third for drug stores."

what is the definition of a toilet preparation? What is your editor's definition? What does your reader understand "toilet goods" to mean? The term as commonly used embraces a large number of items, and on the complete number of items included in the general term "toilet preparations" your editor's statements are entirely incorgeneral term "toilet preparations" your clitor's statements are entirely incorrect. I assume that your clitor is referring to perfumes, face creams and totons, items of that character, particularly of foreign or imported variety. It then resolves itself also into the question as to whether he is quoting his figures as in dollars or in quantities.

There is a vast confusion also which has arisen in regard to these figures due to the fact of double distribution. A great many manufacturers credit depart-

great many manufacturers credit department stores with large sales of their items, which sales are made not to consumers but to other department stores and drug stores because these smaller unit buyers are able to purchase the mer-chandise from large department stores for less money than they can buy it from the manufacturer direct.

The chief quarrel of the retail drug-rity with the manufacturer on the schief

gist with the manufacturer on the subject of department stores sales is not the fact that he sells the department store but is largely the fact that the department store is demoralizing the market through cut price sales of the articles in question. The department stores in most instances use these manufacturers' in the sale department to reies to most instances use these manufacturers' in the sale department stores in most instances use these manufacturers' in the sale department stores in most instances use these manufacturers' in the sale department stores in the sale department store i lines as leaders at severely cut prices to lure women to the stores so that the department store owners can sell them
other merchandise on which the markmp is 50 per cent to 100 per cent.
The department store, therefore, in

The department store, therefore, in most instances is not adding one dollar to the annual volume of the manufacturer but is merely demoralizing the market to a position where no one can make a mont on that manufacturer's goods.

It is this competition the druggist complains of and many prominent, far complains of and many prominens, sar-sighted manufacturers are taking cogniz-ance of the complaint for they see not only the justice of it but selfishly they see they are headed for dangerous reefs unless the course is changed. Topics Publishing Company, Inc.

AGLAR COOK, President.

WE suppose there are two sides to the matter brought up in our editorial, although there is nothing in Mr. Cook's letter that disproves the point which we tried to make.

The editorial referred to was based on the fact that several large and highly respected houses in the drug field frequently receive letters from retail druggists complaining because the house addressed sells to department stores. In some instances, these protests take on the character of organized opposition.

We pointed out that this opposition is foolish. Manufacturers of toilet goods cannot afford to refuse to sell department stores because the business they are getting from these stores is out of all proportion to the business they are getting from drug stores. made the statement that many toilet goods manufacturers are getting a larger volume of sales from 2,000 department stores than they are from the country's 50,000 drug stores.

This statement probably does not come far from representing the experience of the industry as a whole. It does represent the actual experience of a number of manufacturers whom we have consulted. Only two of these houses are selling foreign goods. The others are American houses of the highest standing. By "toilet preparations" we mean the average run of beautifiers that is to be found on the modern woman's dressing table.

Mr. Cook says that department store sales often represent double

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Clean, live, j features for

J. MORA BOYLE, Advertising Manager

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To understand the tremendous allmily appeal of the lew York Daily irror—

Take home today's wspapers.

Watch your family reach the Mirror first—perps for the reason of its ture appeal. See how ey read it through—for briefed news, alive with ctures of people and events—for its highly readable editorials; its entertaining fiction, comics, and special features. It's a human newspaper.

Such a test will show you why the Daily Mirror has attracted a better class of readers, in greater numbers than any other newspaper ever did in a like period. It was established last June. It has already passed 225,000 circulation (yearly average net paid per day, guaranteed).

MIRROR

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distribution; that these stores are price-cutters and that they often demoralize the market for the wares they handle. That the department store, particularly in the larger cities, is an unsatisfactory institution with which to do business is admitted by many manufacturers. PRINTERS' INK has frequently expressed itself as being out of sympathy with many department-store methods. Manufacturers naturally prefer the small specialty dealer, not only because he is more inclined to protect prices and is more satisfactory to work with, but also because it is regarded as better to have distribution in a large number of small stores than in a few big stores. In actual practice, however, the large stores give the manufacturer such a large volume of business that the manufacturer cannot afford to refuse it, despite the difficulties attending its acceptance.

Manufacturers are constantly telling us of their troubles in dealing with department stores. It was in the course of many conversations on this question that we gathered the information contained in the editorial under discussion. As we talked to these manufacturers about their trials with hidden demonstrators, pricecutting and kindred evils we often asked them if it would not be better to throw the offending department stores overboard. In each case our informants replied in effect that they could not afford this as "nearly half," "about half, "more than half," or "two-thirds" of their business came from de-One of the partment stores. largest advertisers in the toilet goods field admitted that he is getting 75 per cent of his sales from department stores and beauty shops.

We repeat that these statements represent the ledger experiences of a number of prominent manufacturers. Even the critics of our editorial admit that department stores and beauty parlors do about half the toilet goods business in large cities. The Retail Druggist, of Detroit, claims that department stores the country over

do only 30 per cent of the toilet preparation business, beauty parlors 8 per cent and drug stores 62 per cent. For New York it gives these figures: Department stores 36 per cent, beauty parlors 11 per cent, drug stores 53 per cent. For Chicago: Department stores 41 per cent, beauty parlors 10 per cent and the drug stores 49 per cent. For Philadelphia: department stores 51 per cent, beauty parlors 12 per cent, and drug stores 37 per cent.

We assume that these figures represent the industry as a whole and that the drug store percentages include the sales in drug store chains. If that is the case the chain figures pull up the drug store averages considerably. But even though the Retail Druggist figures are correct and represent the entire industry, do they not prove the point of our editorial: that manufacturers cannot afford to ignore the department store outlet? We think they do.

WHY BIG STORES SELL MORE THAN SMALLER DISTRIBUTORS

Loyal as they may be to the drug store and as reluctant as they might be to concede the fact, it is a fact, nevertheless, that manufacturers of toilet preparations are finding department stores the most effective distributors. Pricecutting may have something to do with the case, but we doubt if it is the big factor, although the cause of a lot of trouble. Manufacturers in the field tell us that demaking partment stores are greater headway in selling these goods because of the way they display them. Drug store displays are too meager to be impressive. There is a very direct connection between display and sales in this The goods must be shown in quantities. This is really true of any line. People do not deliberately go into a store to buy everything that they may buy be-They may fore leaving the place. go to the store to get a certain article and then buy other things because an attractive display reminded them that they saw these other things advertised or that they had been wanting them for

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The Retail Ledger of Philadelphia recently had an article about a hardware dealer in Indianapolis, He made a display of coffee percolators and sold 146 of them in Then he removed seven weeks. the display and sold only one percolator during the next three weeks. The display was installed once more and thirty-five percolators were sold in seven days. That is a fair example of what display will do.

It is a significant fact that it is only the department stores that give toilet goods large displays that are doing a large business on this merchandise. On the other hand, those drug stores that do give adequate attention to their toilet goods are doing a splendid In other words, good business. merchandising and up-to-date selling methods will bring business to any merchant, be he running a department store or specialty store. forced to Manufacturers are recognize good merchants, regardless of the type of store they are running. That was our contention and still is .- [Ed. PRINTERS' INK.

New Account for Kling-Gibson Agency

Jarnac et Cie, Chicago, manufacturers of toilet preparations, have placed
their advertising account with the
King-Gibson Company, Chicago advertising agency. Magazines and newspapers will be used.
Jess H. Wilson has been appointed
ananger of Jarnac et Cie. He was
formerly sales manager of The Pompeian Company, Cleveland, Ohio, and
more recently was with Princess Pat,
Idd, Chicago, in a similar capacity.

Appointed Advertising Manager of Muscatine "Journal"

Arthur M. Geibel has been appointed advertising manager of the Muscatine, lows, Journal, succeeding Clyde Rabedeaux. Mr. Geibel has been circulation manager since 1918.

H. R. Betts Joins Midwestern Tool Works

Henry R. Betts, for the last nine stars with the Illinois Tool Works, Chicago, has been made vice-president and sales manager of the Midwestern Tool Company, also of Chicago.

New Electrical Specialty Advertised

Markel Lighting Fitments, Inc., Buffalo, N. Y., has made application for trade-mark registration of the name "Two-4-One," which is used on a new type of electric light bracket the company is placing on the market. The feature of the bracket is a convenience outlet for attaching electrical appliances. General magazine advertising is being used to introduce this specialty. The company handles a general line of electric fitments.

Brunswick-Balke-Collender Report

The report of the Brunswick-Balke-Collender Company, Chicago, bowling alleys, billiard tables, phonographs, etc., for the year ended December 31, 1924, shows a net income of \$2,801,723 after interest, depreciation, Federal taxes, etc. This compares with \$2,513,949 in 1923 and is an increase of \$287,774.

W. D. Thrane Joins Atlanta Agency

W. D. Thrane has joined the copy department of the Freitag Advertising Agency, Atlanta, Ga. He was formerly with the Charles A. Schieren Company, New York, manufacturer of Duxbak leather, and at one time was with the Fairchild Publishing Company, also of

University of California Appointment

The University of California has appointed William T. Watson instructor in charge of its extension division advertising class, meeting weekly at Oakland, Calif. Mr. Watson is in charge of plans and copy with the Johnston-Ayres Company, Inc., San Francisco advertising agency.

Hudson Motor Reports Gain in Net Income

The Hudson Motor Car Company, Detroit, reports a net income of \$3,826,932 for the quarter ended February 28, 1925, after depreciation, Federal taxes and other charges. This compares with \$1,301,363 for the same quarter of last year and represents an increase of \$2,525,569.

Toronto Publisher Appoints Representatives

The Western Press Ltd., Toronto, Ont., has appointed A. G. Crane Associates, publishers' representatives, Chicago, as its advertising representatives for Canadian Chemistry and Metallurgy and Canadian Colorist & Textile Processor, in all territory west of and including Ohio.

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"A working force of 20 employees

Looking back forty years



In the early eighties—full forty years ago, was launched the business of the Mohawk Valley Cap Factory, since become the McLoughlin Textile Corporation, Utica, N.Y. Meagerly financed, scantily equipped and meanly housed—no business ever had humbler beginning. The very first order was secured from a Jobber whose name has never, to this day, been off the McLoughlin books.

In the early years the facts concerning McLoughlin quality, value and service were spread among buyers entirely by word of mouth. Later a select list of business papers was used to broadcast the story.

Order by order—customer by customer—line by line the business grew until a working force of 20 employees is now become 1200—until the yearly

THE ASSOCIATED BUSINESS PAPERS, INC. With 125 member papers reaching 54



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became one of 1200"

volume of a few thousands of dollars now runs into millions.

-and looking ahead

A stern, inflexible insistence on a high standard of quality and service has laid a firm foundation under this business.

Spreading this creed by the spoken word of salesmen and the printed word of advertising is day by day building it bigger.

And now in facing the future, the McLoughlin Corporation predict that a still greater share in the further business building will be placed on the shoulders of business publications.

The problem of adequate jobber and retailer distribution has been solved for many concerns by Business Paper Advertising. More and more manufacturers are turning to Business Papers, not only to get distribution but to CUT THE COST OF DISTRIBUTION.

The backbone of practically every business paper campaign is made up of publications that are members of The Associated Business Papers, Inc. These are the "Key papers" of their fields—leaders in editorial content and reader interest.

Ask our Advisory Service for facts, figures and market data.

"Member of The Associated Business Papers, Inc." means proven circulations PLUSthe highest standards in all other departments.



Don't Follow Style Trends in Trade-Marks

King Tut Was Not the Only One to Lead Many Trade-Marks Astray

Washington Bureau IF THERE is one thing used in of PRINTERS' INK business that should be entirely independent of fads. fashions, popular movements, and even important historical events, it is a trade-mark. According definition under the law, and every other logical consideration, a mark should be created and used for the sole purpose of identifying a certain line or product. It is assumed that, in the vast majority of cases, this purpose will continue over a long period of years. Hence, it follows that a mark which is closely associated with, or arises out of, a fashion or any movement of temporary interest, loses its original value and becomes difficult to protect with the passing of

Regardless of these, and many other facts, which prove the inadvisability of adopting trade-marks because of a supposed temporary value, the style trend in the creation of marks persists and causes no end of trouble. At the present moment, aside from the well-fixed fashion of imitating famous marks, and several local style tendencies, there is no general movement toward certain types of names and designs. There have been a number of these trade-mark style trends in the past, however, and they are all reflected by the Federal registration service Washington. Undoubtedly, there will be others in the future. Perhaps the brief mention which follows of their most objectionable features and results will serve to deter prospective owners of new trade-marks from playing "follow master."

The last important national style trend in trade-marks was occasioned by the discovery of the tomb of King Tut, which revived the fashion of the Egyptian motif in design, principally for women's apparel. Soon after that impor-

tant and interesting event, a correspondent for a New York City newspaper called on T. L. Mead, Jr., chief of the trade-mark division of the Patent Office, and requested to know why the Government was accepting registration of King Tut's name, claiming that the action was objectionable on the ground that it grossly commercialized an event of great historical and artistic value.

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Mr. Mead explained that the provisions of the Patent Office allowed the registration, as trademarks, of the names of celebrities after they were dead. He said that while most of his organization fully agreed with the correspondent, the division thought that the celebrity of King Tut was unquestioned, during his time at least, and that there appeared to be an abundance of indisputable evidence to prove that the king was dead.

ADDED FUEL TO FIRE

Unfortunately, the story which resulted from the interview accelerated rather than diminished the multiplicity of King Tut trademarks. While only thirty-seven registrations of such marks remain on file in the Patent Office. there are many more registered trade-marks built around variations of the Egyptian motif. King Tut marks were also adopted by hundreds of manufacturers, distributors and retailers who, evidently recognizing the temporary value of the name, did not take the trouble to file it for registration.

In any general trend of the kind, as Mr. Mead explained the other day, it is the great number of unregistered marks that makes the adoption of a style mark hazardous. The King Tut trademark was adopted as a means of identifying games, paper, pocket books, umbrellas, cigarettes, toilet preparations, cravats and many

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other articles not directly connected with women's apparel.

"Fortunately, perhaps," Mr. Mead continued, "none of the many King Tut trade-marks appears to have survived as an important factor in American merchandising. The varied and wide use of the name during the few months that the vogue lasted created much confusion, a condition which detracted from the value of every one of the King Tut marks, since the most important function of any mark is indication of origin.

"For every mark of the kind that was registered, we may be sure that there were many adopted that were not registered. All were adopted at about the same time, and, for this reason, if any of the registered marks had remained prominently in use it would have been difficult to protect them. The right to use any mark exclusively whether the mark is registered or not, depends very largely on prior use, and, quite naturally, priority grows more difficult to prove with multiplicity of adoption, especially so when a mark is used by a great many during a short space of

"But the King Tut mark seems to have passed with the fashion which made it exceptionally popular. That is usually the case. The name, and its many variations, were used most frequently to identify women's apparel and articles with a fashion appeal. When the marks were adopted, they suggested something that was timely and popular; if used now they would indicate to many minds old syles and back numbers, and there is nothing quite so dead as a dead fashion."

While, as Mr. Mead later observed, the Chicago World's Fair caused a perceptible style trend in trade-marks, credit for the first great national rush for marks made popular by an event must go to the Spanish-American War. The registration files show that during, and just after, the war hundreds of registrations were filed on such marks as "Rough Rider," "Sharpshooter," "Soldier

Boy" and the like. "Rough Rider" was the most popular, and twenty-one registrations of the mark remain on file in the Patent Office for springs, axle grease, suits, candy, wheat flour, salmon, shoes, baking powder, shirtings and other goods.

and other goods.

The Spanish-American War appears to have established an acute and growing demand for martial marks, for, when the World War came along, with its much greater number of idiomatic words and phrases, there was a veritable scramble to secure registration of war trade-marks. "Doughboy" was one of the first, and it was promptly followed by "Over There," "Treat 'em Rough," "Shell-shock," "Over the Top," "Ace" and scores of others.

HIGH DEATH RATE

The poor value of these names as trade-marks, according to Mr. Mead, is indicated by their general failure to survive. Out of the hundreds of registrations prompted by the Spanish-American and World Wars, according to Mr. Mead, probably not one has attained appreciable value and comparatively very few are still used.

"Rough Rider' and 'Ace,'" he continued, "are products of our most recent wars, and both marks are still used and are valuable to several manufacturers; but it should be remembered that the popularity of Colonel Roosevelt kept the former in the public mind, and that the latter has very definite meanings that are not connected with a victorious airman."

nected with a victorious airman."
Mr. Mead thinks that the outcome of these two style trends offers a significant lesson for those who adopt new marks. He pointed out that when a mark of the kind survives it is usually because of a meaning or influence which is not connected with the event that made it popular.

King Tut and two wars have been responsible for style trends which resulted in thousands of approximately worthless trademarks and a great deal of confusion; but as trouble brewers they are as nothing in comparison with





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RY to push a heavy pack case along the bare ground the friction will make it appropriate hard job. Stop a minute, jack up to case, put rollers under the load of you can trot merrily away with it all

Moving merchandise through the ber and the retailer is a similar ta

You can apply national advertisand high pressure selling methods move a big load at a good speed in of friction.

But advertising to the retailer and jobber can be likened to putting rol under the load. It cuts down frid It makes possible the use of a grapart of the power that is applied moving the merchandise.

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another type of trade-mark style trend. It is not known who registered the first mark comprising a name composed of the first one or two letters of each word in the name of the owning company, with "co" as a suffix; but he has received no end of flattery through imitation.

While several marks of the kind, namely Nabisco, Armco. Arco, and similar combinations, have been widely advertised and have served a worthy purpose, so many others of the sort have been adopted as to detract materially from the value of all through the confusion due to multiplicity. All of these marks bear a similarity because they are based on the same plan or idea. When a manufacturer is tempted to adopt this method of naming a product it would be well for him to remember that several hundred others have worn the idea rather threadbare, that his mark will be difficult to protect, and that, unless his combination is a particularly at-

Then there is the style trend based on initials. Since the beginning of commerce, apparently the initials of individuals and firms have served as trade-marks. The general and familiar habit of addressing individuals by means of their initials has endured for countless centuries, and it is undoubtedly responsible for the fact that initials as trade-marks have been more or less popular ever since the registration service of the Patent Office

tractive one, the resulting mark

may be more of a liability than an

asset.

was established. The rate of registration for the initial marks was fairly steady, however, and it did not approach anything like a style trend until, some years ago, B. V. D., as a trade-mark for underwear, was widely advertised. Then began an avalanche of registrations of marks of the kind that has diminished only slightly during the last year or so. Registrations of initials and meaningless combinations of letters now total almost 25,000; they fill 200 drawers in a special section of the trade-mark division, and they are still being filed at a rapid rate which promises to continue until every possible two, three and four letter combination of the alphabet is exhausted.

Regarding the last two trademark styles, Mr. Mead offered some interesting observations. He said that, as with all other style trends in trade-marks, very few of the marks were ever used beyond a brief period, and that many of them were abandoned after their owners learned that they were of little value.

PUT CART BEFORE THE HORSE

"Many applicants," he continued "appear to be animated by the belief that there is some merchandising magic in the form of method of creating marks that They become follow a style. familiar with several of the 'co or initial marks because they are widely advertised and identify popular products. Apparently they mistakenly assume that th name, instead of the advertising, responsible for the popularity of the merchandise, and they haste to adopt and register similar trade-marks.

"The same belief, more frequently than dishonesty, leads me to imitate successful and widely advertised marks and packages Often, when we point out that i is useless to apply for registratio on marks that too closely approximate popular existing marks, the applicants are astonished at the similarity. Much of the imitatin and the following of trade-markyle trends is unconscious.

"All of the style or vogu marks are the result of attempt to transfer to products the exist ing popularity, significance an familiarity of certain names, are gardless of the persistence of the practice, the history of successfuregistered trade-marks strongly in dicates that the desired end can not be accomplished. The most ality of style marks is very great the majority of those which are gistered are abandoned, an among all of the widely advertised trade-marks you will fin comparatively very few that we

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great ich at d, an advet ill fin at wer the result of any style or trend, unless they were responsible for it.

"One reason for this, doubtedly, is that marks which indicate well-known events, or which simulate famous marks, also, in many instances, suggest imitation. As a nation, we were not partial to imitations; in fact, judging by failure of many imitative marks to endure, I believe that it is next to impossible to sell any imitation of a popular product in any highly profitable volume. And, from my experience, I am convinced that one of the most important considerations in selecting a good trade-mark is to be sure that a new mark is absolutely free from every suggestion or indication or imitation of every kind.

"So the entire question of style trend marks boils down to the question of what constitutes a good trade-mark, and the question is best answered by the most successful marks in use. It may be a unique word with no specific original meaning, like Kodak or Sapolio; or it may be a suggestive name like Style-plus. At any rate, it is seldom a word or phrase which depends for its worth on some ephemeral public interest in

a fad, fashion or event."

Organize Plymouth Press at Des Moines

The Plymouth Press, Inc., has been organized at Des Moines, Iowa, to engage in printing and advertising work. Ray Lockard, president of the Periodical Publishers' Service Bureau, is president; B. F. Spry, of the Des Moines Duplicating Company, is vice-president, and C. A. Lockard is secretary-treasurer.

E. R. Galvin with Cleveland Tractor

E. R. Galvin has been appointed assistant general sales manager of the Cleveland Tractor Company, Cleveland. He was formerly sales manager of the smokeless powder division of the E. I. du Pont de Nemours Powder Company, Wilmington, Del.

Gain in Onyx Hosiery Profits

For the quarter ended March 31, 1925, Onyx Hosiery, Inc.. New York, reports net profits of \$174,405, after depreciation, interest, etc., against \$56,283 for the same quarter in 1924. This is a gain of \$118,122.

American Advertising to Take Part in Paris Exposition

The advertising interests of the United States will be represented at the International Exposition of Modern Decorative and Industrial Art which is to be held at Paris in May. Delegates from the American Association of Advertising Agencies, Association of National Advertisers, Inc., National Association of Employing Lithographers and The Poster Advertising Association, will accompany the commission appointed by Secretary Herbert Hoover.

R. B. Crabbs of The Philip Carey Company, Lockland, Ohio, and Edward E. Bardlett of New York, will represent the Association of National Advertisers, Inc. John Kerr Branch, of Richmond, Va., will represent The Poster Advertising Association.

Select Trade Name for Northwest Agricultural Products

"Evergreen Land" has been selected by a committee acting for the marketing department of the Portland, Oreg., Cham-ber of Commerce as a general trade name for agricultural products grown in the Pacific Northwest. The name was chosen from among those submit-ted in a contest which was recently conducted to obtain a suitable name.

W. E. Pearce with Honig-Cooper

William E. Pearce, art director of the William E. Pearce, art director of the Daken Advertising Agency, Inc., Seattle, Wash., has joined the Portland office of the Honig-Cooper Company, Inc., San Francisco advertising agency, in a similar capacity. He succeeds Ronald Wilson, who recently joined the staff of Erwin, Wasey & Company, Chicago advertising agency.

Gain in Libby, McNeill & Libby Earnings

The report of Libby, McNeill & Libby, Chicago, Libby's food products, and subsidiaries, for the year ended February 28, 1925, shows a net profit of \$1,433,828 after charges. This compares with \$940,770 for the previous year and is a gain of \$493,058.

Has Camden Pottery Account

The Camden Pottery Company, Camden, N. J., has placed its advertising account with Eldridge-Northrop, Inc., advertising, Trenton, N. J. Business papers reaching the plumbing and heating trade are used.

Joins Butterick Staff

H. S. Percy, formerly field represen-tative of the Madame X Corporation, New York, has joined the advertising staff of the Butterick Publishing Com-pany, as a member of the toilet goods division.

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ARKANSAS Company Store showing part of grocery, men's hat, toilet goods and cigar departments. Note excellent display and modern equipment.

Commissary:

COMMISSARY MAGAZINE is owned by The Lyman Publishing Company, Division of Edward Lyman Bill, Inc., of 383 Madison Avenue, New York, and 209 State Street, Chicago, Ill.

EDWARD LYMAN BILL, Inc., was established in 1879. In addition to COMMISSARY, they publish the following merchandising trade papers: Music Trade Review, The Talking Machine World, Price's Carpet and Rug News, Tires, The Tire Rate Book and Automotive Electricity.

COMMISSARY circulation is an identified circulation. COMMISSARY is read every month by 99% of the Managers and Purchasing Agents of the commissary stores.

COMMISSARY, 383 Madison Ave., N. Y.

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Data About Commissary Stores

PRINTERS' INK SAYS: "A neglected outlet for advertised goods." "With over a billion dollar annual turnover this distributive channel is well worth study."

U. S. COAL COMMISSION FINDS: "That outsiders often prefer to trade at commissary stores rather than at independents — that they carry generally a better grade of goods than their competitors."

Our \$6,000 Investigation Shows:

Over 8,500 permanent stores in mining, lumbering and industrial communities, selling one billion two hundred and fifty million dollars' worth of merchandise annually.

A population of 17,036,750 in communities served by commissary stores of which 96% are in towns of under 5,000.

That commissary stores sell every commodity necessary to the life of the community, employ 300,680 in help, and invariably discount their bills.

A \$1,250,000,000 market among a class of stores that receives the closest attention from head executives in such companies as Ford, Morse and Phelps-Dodge.

COMMISSARY, through its advertising pages, direct-by-mail service and staff of merchandising experts, places the manufacturer's product on intimate talking terms with this field.

COMMISSARY, 383 Madison Ave., N. Y.

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was the average net paid circulation of The Providence Journal and The Evening Bulletin for the six months ending March 31, 1925. This is a net gain of 4,733 per day over the corresponding period a year ago.

They have built their circulations on their merits as newspapers. No premiums—no contests—no insurance policies.

Providence Journal Company Providence, R. I.

Representatives

Chas. H. Eddy Company Boston New York Chicago R. J. Bidwell Company San Francisco Los Angeles

A Territorial Advertiser Goes After a Broader Market

How a Chance Remark Made by the President of Bayuk Cigars, Inc., Changed the Concern's Selling Policy

W HEN Elmer Dittmar of the Crooks - Dittmar Company of Williamsport, Pa., tried to have a hardwood floor laid in his own home he discovered an idea for his business and a new copy angle which produced Cromar, a product which enabled him to advertise on a broad scale. An advertising man reading numbers of books on dental subjects discovered in one paragraph of the fifth big book he read, the copy angle which made Pepsodent famous. Calls on consumers, sales investigations among retailers, museums, encyclopedias, letters of complaint, all have been made to vield their quota of copy suggestions.

Yet one of the most obvious

sources of copy ideas is sometimes overlooked. The president of the company, the man who has grown up with the business, who has always put all he had into it, is often so close to the business that he does not realize how valuable some of the technical information he has picked up would prove to

the copy writer.

Take the case of Bayuk Cigars. Inc., as an example. Samuel Bayuk, the president of the company, started in at a cigar maker's Saving his money, he opened a small retail cigar store in Philadelphia. Finding out what his retail customers wanted, he set out to make some cigars and thus gradually built a big cigar busi-Such a man is naturally close to his business and knows a great deal about the making of cigars-from the purchase of the raw tobacco to the sale of the cigars over the glass show case.

Yet, over a period of more than nine years of advertising, the copy angle which finally enabled the company to branch from territorial into national advertising was so close to the president of the company that it was overlooked. It happened this way:
A short time ago at a luncheon
meeting between executives of
Bayuk Cigars, Inc. and their advertising advisors, after advertising plans had been discussed, Mr.
Bayuk began to tell of a recent

ing plans had been discussed, Mr. Bayuk began to tell of a recent trip he had made to Cuba to buy tobacco. He mentioned the fact that he turned down some tobacco because it wasn't quite ripe.

"All our tobacco, of course, has

"All our tobacco, of course, has to be ripe," said Mr. Bayuk—as though everyone had always

known all about it.

It sounded to the advertising man like the opportunity to emphasize a generic point about the whole line which would tie the line together. While tobacco is not graded, classified or offered for sale on the basis of its ripeness or greenness, but rather upon its color, texture, and method of burn, yet the attribute of ripeness in advertising copy suggested a lay appeal which, skilfully presented, could be made a real sales argument.

Mr. Bayuk told the copy writer that the top, or sucker, leaves are the last to grow and are therefore, under-ripe. They are discarded because they are blackish, green and rank, and would make strong,

heavy, bitter smoking.

Then he pointed out that the sand leaves at the bottom are the first to grow and the first to feel the sun. They are liable to be over-ripe and it is difficult to cure or blend them properly for his type of cigars, so those too are discarded. The leaves in between are the ripe leaves which are selected.

A NEW COPY ANGLE

His explanation was suggestive of a very useful copy angle. The Bayuk line has five separate items, running from a five-cent cigar to a style and size which sells at three for fifty cents. Out of the five different items, one would lead in a certain territory, and one be more popular in another section. This led to an advertising policy under which a particular brand of cigar was featured in each separate territory. The advertising was thus always of a territorial nature, although it was fairly well spread out.

When the ripe tobacco idea came to be talked over, it was quickly seen that it was a fundamental quality which could be featured in all advertising, since it applied to all the Bayuk products. It was the tie-up for all five brands which enabled the company to institute an advertising campaign on a national scale. The trade-paper advertising campaign was built up around the slogan "It's Ripe Tobacco." In the trade papers the names of the five brands of cigars which are made up of ripe tobacco are prominently featured, so that the dealer will give the consumer the right brand of cigar in response to the inquiries that the consumer advertising developed.

The consumer advertising has started in a list of general publications. Letters explaining the campaign were sent to all Bayuk salesmen and to all jobbers and jobber salesmen. To the jobbers and their salesmen there was a unique tie-up in the form of a ripe apple sent to each one of them. Only selected apples at the proper point of ripeness were used. This selected fruit at just the right point of ripeness was packed in an unusual box on which was printed only the slogan "It's Ripe Tobacco." The apple was care-fully wrapped in an attractive paper napkin and on top of each apple was laid a reproduction of the first magazine advertisement, which also featured the ripe apple and showed the analogy between it and ripe tobacco. A neatly printed card was in each package which read: "A Ripe apple makes the best eating. Bayuk Cigars of Ripe Tobacco make the best smoking."

The slogan is also being placed

on all boxes of the various Bayuk brands. The new idea has developed so much interest among retailers, salesmen and consumers that it is being extended to the point where it is also being used for color marking of the cigars in place of the old-fashioned markings which have been used for so many years in the cigar industry. Some of them are obscure in the minds of many smokers. Now boxes are marked as follows: "Ripe Brown" to replace "Colorado," "Ripe Light Brown" to replace "Colorado Claro" and "Ripe Light" to replace "Claro." This merchandising tie-up, including telegrams to the trade, stickers on invoices, rubber stamps on bills, all part of the same campaign, has been worked out to leave no possible sales outlet ignorant of the fact that a new copy angle and selling point has been discovered.

Are there obvious, near-at-hand things about the product that are known to the president of the company or to a man who has long sold the merchandise, which the man who prepares the advertising should know more about? The obvious things close at hand may be those which, properly interpreted to the public, will make new and interesting copy angles.

Columbia Tire Advertising to Be Doubled

The Columbia Tire Corporation, Portland, Oreg., maker of C-T-C Cords, plans an advertising campaign covering eleven Western States during the present year, or double its advertising effort of last year. The company reports an increase of 120 per cent in the number of C-T-C dealers over 1924. The company's advertising is directed by the Portland office of the Botsford-Constantine Company, Inc., advertising agency.

Death of D. M. McLean

Donald Minto McLean, for many years engaged in industrial advertising and sales work in Canada, died recently at Sherbrooke, Que. He organized the advertising department of the Canadian Ingersoll-Rand Company in 1916, resigning as manager of this department four years later. Mr. McLean then became associated with the Dominion Bridge Company and the Dominion Engineering Works, returning to the Ingersoll-Rand company in 1923. He was fifty-nine years of age.

FIRST

National Advertising

New York Evening Newspapers

During the year 1924 THE SUN published more National Advertising than any other New York evening newspaper.

For the first three months of 1925 THE SUN leads the second evening newspaper by almost a quarter of a million lines.

THE SUN ranks fourth in National Advertising among the six day evening newspapers of the country. The Newark News, the Philadelphia Bulletin and the Boston Traveler are the only six day evening newspapers to carry more National Advertising in 1924 than The Sun.

THE SUN is a clean, sane, vigorous newspaper, enjoying the confidence of its readers. Its progress can be summed up in one word-from the advertiser's point of view-RESULTS.

> A rigid censorship on advertising is maintained





280 Broadway

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Apr. 30, 1925

Bernard Ridder Wins First Prize in Golf Tournament

Prize in Golf Tournament

Bernard Ridder of the Staats-Herold Corporation, New York, won the first prize in a golf tournament of the American Newspaper Publishers' Association. Sixty members of the association took part in the tournament which was held at the Westchester Biltmore Country Club just before the annual convention. Mr. Ridder turned in a low score of 89. Combination medal and match play was held in fifteen foursomes over two courses. The winners of the low gross and low net prize on each course drew lots for the first, second, third and fourth prizes, regardless of their scores. R. C. Patterson of the Toled Times. drew second prize with a low gross of 97. John C. Martin of the New York Evening Post, won third prize with a low gross of 80 and F. W. Buch of the Athens, Ohio, Messenger, won fourth prize with a low not ourth prize with a low not fourth prize with a low not our the pr

C. A. Grainger Will Direct Piston Ring Sales

C. A. Grainger has been appointed general sales manager of the American Hammered Piston Ring Company, Baltimore. T. B. Blakiston recently resigned as vice-president and general sales manager. Mr. Grainger has been with the company for many years.

E. G. Erck, with the company for least five years, has been appointed manager of the sales promotion de-

partment.

New Accounts for Goulston Agency

The Boston Cigar Company, Boston, has placed its advertising account with the Goulston Company, Inc., advertising agency of that city. The Frick Bros. Company, New York, American distributors of Elbo-Eze polish, has also placed its advertising account with this

Biloxi Canners in Newspaper Campaign

The Biloxi Canners, Biloxi, Miss., have started a campaign in Middle West and Western newspapers. This adver-tising is directed by The Chambers Agency, Inc., New Orleans.

Spring Campaign for Amolin

An advertising campaign on Amolin, a deodorant powder manufactured by The Amolin Company, New York, will start this spring. This campaign will ster this spring. This campaign will be directed by Cutajar & Provost, Inc., New York advertising agency.

Death of J. C. McGuire

John C. McGuire, for many years secretary of the Mississippi Press Association, died recently at Yazoo City, Miss. He was formerly editor of the Yazoo City Herald.

International Trade Conference at Houston

A conference on international trade, with special emphasis on Pan-American trade relations, will be one of the features of the convention at Houston of the Associated Advertising Clubs of the World. Arrangements for the conference, which will be divided into three sessions, are under the direction of W. G. Hildebrant, president of the Gotham Advertising Company, New York. The last session will be held in Galveston.

Gotham Advertising Company, New York. The last session will be held in Galveston.

A trade adviser service will be conducted for the purpose of assisting delegates with particular problems confronting them. Acceptances to discuss these problems have been received from a number of men who are recognized as authorities on international trade.

The program of the sessions follows:

May 12—Afternoon: Welcome, Lou E. Holland, president, Associated Advertising Clubs; "Economic Solution of Spanish America," Professor V. A. Belaunde, Rice Institute, Houston; "How England Is Meeting Present Day Conditions in Development of Her Overseas Trade," Sir William Veno, president, Veno Drug Co., Manchester, England; "Cuba as a Market," Calton Jackson, United States Commercial Attaché for Cuba, and a message from L. S. Rowe, director general, Pan-American Union, Washington.

May 13—Mornisms: "Mexico as a Market," Alexander V. Dye, United States Commercial Attaché for Mexico; "English Colonial Markets," H. W. Wayne, director, Kenway, Lid., London, and "Mexico Today and Tomorrow," Eduardo Elizando, publisher, El Universal, Mexico City.

May 13—Afternoon: This session will be held in the City Auditorium, Galveston, C. K. Woodbridge, president, Dictaphone Corporation, will preside. Bayliss Harris, Mayor of Galveston, will welcome the delegates and an address will be made by George E. Roberts, vice-president, National City Bank, New York.

Hunt Pen Account for Robert

H. Dippy

The C. Howard Hunt Pen Company, Camden, N. J., has placed its advertising account with the Robert H. Dippy Advertising Agency, Philadelphia. The company recently purchased the Boston Specialty Corporation, Boston, and the Boston Pencil Sharpener Company, Waltham, Mass. General magazines, newspapers and business papers will be used to advertise Hunt pens and pendi used to advertise Hunt pens and pencil sharpeners.

K. S. Fenwick with Creske-Everett

Kenneth Stirling Fenwick, recently with the United States Advertising Corporation, Toledo, Ohio, has joined Creske-Everett, Inc., New York advertising agency. He was formerly with Smith, Sturgis & Moore, Inc., also of New York.

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er-The great majority of imertant Retail Buyers now me to 21 White Street. the Wm. Anderson vertising, the merchaning urge, 'COME TO WHITE STREET. s been so persuasively merwoven with every bric advertised that uyers feel they would be sing something unless ey did come . . . It

sbeen our privilege originate and exeate the kind of adversing which has not erely made buyers pond most profitably in usual ways, but has made them eager to sit own in the Wm. Anderson owrooms and write out eir orders. In accomishing this, the splendid les power of the Econmist Group has been a ost effective factor, ade-

Bringing Buyers to 21 White Street Textile Mfg. Co., Inc. uately justifying its maxi-LEADERT LEADER ----

William Irving Hamilton, Advertising Agent for Wm. Anderson Fabrics

The ECONOMIST GROUP-Dry Goods Economist and Merchant-Economist—is part of the business lives of 45,000 buyers and executives of 35,000 foremost stores, located in more than 10,000 cities and towns and doing 75% of the total business done in dry goods and department store lines. For an interesting record of our influence, write for "26 REASONS," a series of agency success-stories bound in book form. Address the New York Office-239 West 39th Street. or nearest one in any of eleven principal cities.

Tell and Sell the Merchant and Hell Tell and Sell the Millions

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Biggest May!

May PRINTERS' INK MONTHLY contains the largest amount of advertising of any May issue in the history of the publication.

208 advertisers represented in this record issue

Leo Aarons
Advertising Art Co.
Alderman Fairchild Co.
Alding & Cory Co.
Ajax Photo Print Co.
American Envelope Co.
American Hairdresser
American Letter Co.
American Lithographic Co.
American Miller
American Photo Engravers Association
American Wool & Cotton Reporter
American Wool & Cotton Reporter
American Writing Paper Co.
P. L. Andrews Corp.
H. Reeve Angel & Co.
Animated Products Corp.
Architectural Record
Autopoint Company

B. & B. Sign Co.
Badger Printing Co.
Barnes Crosby Co.
A. L. Barreaux
Beacon Soap Co.
Beckett Paper Co.
Berkowitz Envelope Co.
Brooklyn Dly. Eagle, Com. Print. Dept.
Brooklyn Standard Union
Buffalo Clipping Bureau
Buffalo News
Burr Printing House
Business Cartoon Service

Martin Cantine Co.
Caxton Co.
Caxton Co.
Caxton Co.
Chemical Foundation, Inc.
Chicago Paper Company
Chicago Tribune
Christy Container Co.
Clark & Leonard
J. W. Clement Co.
Cohn-Attlee Press
Commercial Engraving Publishing Co.
Confectioners Journal
Crane & Co.
Raymond Crane
Cuba America Advertising Service, Ltd.

Davis-Smith Co.
Louis Dejonge & Co.
Louis Dejonge & Co.
H. E. Dievenkorn
Dill & Collins Co.
District of Columbia Paper Mfg. Co.
Dominion Advertisers, Ltd.
Dry Goods Merchants Trade Journal
E. I. du Pont de Nemours & Co.,
Celophane Division

Eastern Film Corp.
Eastern Manufacturing Co.
Economic Machinery Co.
Erie Lithographing & Printing Co.
Evans Winter Hebb, Inc.
Ever Ready Label Corp.

Falulah Paper Co.
E. Fantus Co.
Wm. Feather Co.
Fenton Label Co.
Finlay Bros.
Filnay Bros.
Flexiume Corp.
Florists Exchange
Flower Steel Electro Co.
Chas. Francis Press
Franklin Book Binding Co.

Ewing Galloway Gatchel & Manning, Inc. General Display Case Co. J. J. Gibbons, Ltd. Globe Mail Service Golding Mfg. Co. Gordon & Gotch, Ltd.

Hammermill Paper Co.
John Hancock Mutual Life Insur. (a
Hart & Hutchinson Co.
Harth-De Vinne Printing Service
Hawes & Petit, Inc.
Heinn Co.
Herbert Spencer
Heritage Peters Advertising Service, Ltd.
Hesse Envelope Co.
Chas. D. Hevenor Co., Inc.
Chas. M. Higgins & Co.

Jacob H Holyoke Hooven Hoover Joseph Howard Chas E. H. R.

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Jacob Holtz
Bolyoke Card & Paper Co.
Booven Automatic Typewriter Corp.
Hoover Letters
Joseph Hoover Co.
Howard Paper Co.
Chas E. Howell
R. R. Huntting Co., Inc.

John Igelstrom Co. Imprint Press Co. W. Scott Ingram, Inc.

Jaenecke-Ault Co.
P. M. Jacques
Chas. Eneu Johnson & Co.
Hen Johnston, Inc.

Kalamazoo Loose Leaf Binder Co. Kalamazoo Vegetable Parchment Co. L. Kelhman Co. Kinb Bros. Kaapp Engraving Co. Knowlton Bros. Andrew Koller

Lancaster Press
A. Langstader, Inc.
Lincoln Mounting & Finishing Co.
Clas. Lohse
Luc's Press Clipping Bureau
Cart Ludwig
Lut & Sheinkman

McGraw-Hill Co.
McGraw-Hill Book Co.
Msgill Weinsheimer Co.
Massillon-Cleveland-Akron Sign Co.
Maverick-Wissinger Co.
R. C. Maxwell Co.
Mcgenthaler Linotype Co.
Mergenthaler Linotype Co.
Meyercord Co., Inc.
Miama Paper Co.
David J. Molloy Co.
The Moore Press, Inc.
Ge. Morrisson Co.
More International Agency
Moss Photo Engraving Co.
Multiplex Display Fixture Co.
Muray Studios

National Capital Press
National Process Co., Inc.
National Register Publishing Co.
Neen Paper Co.
Nee Gravure Printing Co.
New Columbus Litho. Co.
James F. Newcomb Co.
New York Daily News
New York Sun
Mary Harrod Northend

Oral Hygiene
Osteopathic Association
Otis Lithograph Co.
Otterbein Press

Paper Industry
Chas A. Parker & Association
Pathescope Co. of America
Patterson-Gibb Co.
Peninsular Paper Co.
Penton Publishing Co.
Perfect Letter Co.
Photoplating Co.
Postage Magazine
Power Plant Engineering
W. F. Powers Co.
Pyraglass Products, Inc.

L. Rastetter & Sons
Robt. Reiner, Inc.
Republic Engraving & Designing Co.
Robinson Tag & Label Co.
Rode & Brand
A. M. Roedelheim Co.
Ross-Gould Co.

Ignatz Sahula
Sander Engraving Co.
Schaeffer-Ross Co.
Henry Schultheis Co.
Sells, Ltd.
E. A. Shank Sign Co.
Keith Shaw
J. R. Shays, Jr.
Frank G. Shuman Co.
Shuttle Machine Co.
Simmons-Boardman Publishing Co.
Chas. W. Smith
Smith, Denne & Moore, Ltd.
Specialty Display Case Co.
Spokane Spokesmen Review & Daily
Chronicle
Stadler Photographing Co.
Standard Printing Co.
Standard Printing Co.
Sterling Engraving Co.
Walter P. Stewart
Stout Sign Co.
Strathmore Paper Co.
Sweets Catalogue Service

Thomas Publishing Co.
Wm. R. Thurston
P. Tork Co.
Toycraft Rubber Co.
Trade Circular Addressing Co.
Trichromatic Engraving Co.

U. S. Envelope Co. U. S. Printing & Lithographing Co.

Vizagraph Co.

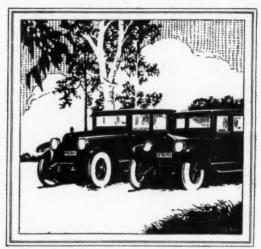
Walker Engraving Co.
Walker Lithographing & Publishing Co.
Artemas Ward, Inc.
P. R. Warren Co.
S. D. Warren Co.
F. Wesel Mfg. Co.
West Virginia Pulp & Paper Co.
B. L. White Co.
Rusling Wood, Inc.

PRINTERS' INK MONTHLY

16,113 net paid circulation

Forms for the June issue will close May 15th





Since the first car was built HUDSON - ESSEX have used The Free Press to sell Motor Cars

FOR years, Hudson and Essex have used The Detroit Free Press to make sales in the Detroit territory. Its very character and goodness as a purveyor of the world's doings is coupled closely and forcefully to any sales message about good merchandise published in its columns—a quality that is vitally essential if one seeks to attract the attention of a world that thinks "on the run."

The Detroit Free Press

"Starts The Day In Detroit"

VERREE & CONKLIN, INC.
National Representatives

New York Chicago Detroit Kansas City San Francisco

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Copy Writers with the Poet's Cast of Mind

Finding the Human Metaphor for the Business Fact

By Richard Surrey

DUSINESS needs more poets. Dit has attracted to itself the country's greatest artists to express its messages pictorially. But before copy can be expected to keep pace with illustration in advertising, some way must be found of attracting into its service the seeing eyes, the sensitive minds, and the singing voices of America's young poets.

Two things stand in the way. In the first place, poets despise

business.

In the second place, business de-

spises poets.
The repulsion is mutual.

It being my fortune to number among my friends an almost equal number of poets and business men, I can speak of this repulsion with some confidence. And I say, unsite the same of the same of the same of poetry than it is for a poet to enter the empire of business man to enter the kingdom of poetry than it is for a poet to enter the empire of business; because, although the poet despises business, he understands it; whereas, the business man despises poetry because he doesn't understand it.

The last thing that the industrial emperor has to conquer is poetry. To do so he must understand it, but not wholly. He has harnessed art, without fully grasping it. He has harnessed science, without guessing a thousandth part of its secrets. He must harness

poetry, too.

Industry must hire and subsidize poets as it does artists,

chemists, scientists.

And by poets I mean poets in the deepest and most embracing sense of the word. I don't mean copy writers who can splash paper with alk about "golden circlets of tropical goodness." On the other hand, I don't mean jingle writers. By poets I mean men of the same cast of mind as Shakespeare. It is not probable that industry

could employ Shakespeares, even if they were born in these days.

It is doubtful, even, whether living men who closest approach to Shakespeare—not so much in achievement, as in cast of mind—could be hired into commerce.

I am thinking, for instance, of a poet like E. E. Cummings. You couldn't hire Cummings. I

happen to know him.

But you might be able to hire men like Cummings. Like him, that is to say, in cast of mind. Like him in the ability to comprehend, rather than merely apprehend. Like him in what Middleton Murry calls "the most essential poetic gift... the faculty of making metaphors." Like him in the possession of a peculiar kind of vision which sees such things as this—

Eater of all things lovely—Time! upon whose watering lips the world poises a moment (futile, proud, a costly morsel of sweet tears) gesticulates, and disappears—

In business we need that "most essential poetic gift," the faculty of making metaphors. We need the peculiar "comprehension" of the true poet in order to translate into human metaphors the dry, hard, accurate business fact.

Let Middleton Murry tell you why the metaphor is so essential

to poetry:

I open my Shakespeare at random and pick out the first metaphor I find. It is a simple one. Macbeth speaks: "I have lived long enough: my way of life."

of life.

Is fall'n into the sere, the yellow leaf."
Oddly enough, the phrase has stuck
in the general consciousness. Why?
Partly because it is true, partly because
it is beautiful. But it seems to me that
neither of these answers will suffice.
There is a sort of comfort in the phrase;
it brings our fitful fevers under the
dominion of the natural process of
things, and makes our life one with
the larger life of trees and flowers.

Luman destiny is enriched and made
more lovely in being thus assimilated to

the destiny of things not human, secret surely is that this likening of one order of things to another, which is almost an identification of one order with another, is the discoverer of a harmony in the universe.

This is precisely what we must Machine-made get into copy. products, turned out by the millions, must be assimilated to the destiny of things not machine-like; must be translated, that is to say, into human terms. The metaphor, the likening of one order of things to another, must be utilized to discover a harmony existing between the claims of the manufacturer and the desires of the consumer.

It is possible.

Can you think of anything more mechanical, more drab, more unpoetic, than a steam laundry?

the American Laundry Machinery Company of Cincinnati recently published an advertisement headed with a phrase from a poem de Casseres-"A Benjamin circle that can be straight like a

"An opinion on woman's opporself - development," tunity for reads the subhead, "as expressed by Gretchen Dick." Part of the copy follows:

The conversation had turned to modern literature. Suddenly Mrs. Dick broke off in the middle of a sentence:
"You mentioned Benjamin de Casseres. Do you know, only the other evening a poem of his started me thinking of something far more important than the style and opinions of individual writers.

writers.

'That poem was the one in which de Casseres calls life 'a circle that is straight like a line.' Reading it, there came to my mind the lives of hundreds of women with whom I have become according the company of the company quainted through my work with civic organizations.

The lives of these women should be "The lives of these women should be straight lines, leading to more perfect self-expression, but instead—circles!—their lives are merely circles. Each week a repetition of the last, a dulling treadmill of domestic drudgery. From washing to ironing to mending to cleaning—and the seventh day finds them where they started. According to the calendar they have lived a week; according to the true measure of life, which is one's own self-development, they have not lived at all. They have become automatons, moving in the rut of habit."

The concluding paragraphs deal with the experience of a friend, a Mrs. Jones, who "uses every time-

saving help at her command," and who "has long been an enthusiast for the modern laundry," which "saves her more than a day a week-a whole day for the children, the books, the club work she loves."

Copy like this takes all the whim and the reek and the stifling steamy atmosphere out of the prevalent conception of a laundry, and puts it in harmony with home and children and ennobling work.

The metaphor used in this particular case, however, is not truly representative of the sort of thing I have in mind. The use of it certainly tends to lift the copy above the commonplace: but it is at variance with the type of metaphor I am urging because, in the first place, it is borrowed from a poem that has nothing to do with laundries, and, in the second place, it is distorted from its original meaning.

The type of metaphor I have in mind sums up in a phrase some involved fact which ordinarily could not be expounded in less than a paragraph; and, moreover, removes it from the commercial atmosphere which surrounds it in the minds of those engaged in producing it, into what Mr. Murry calls "the dominion of the natural process of things."

Probably the best example I have ever seen of this sort of metaphor was contained in the headline of an advertisement run a few years ago, during the so-called "buying strike." I have forgotten what business it advertised, but that, for the present purpose, is not important. heading ran:

PRICES WENT UP A STEP AT A TIME-

That is exactly the kind of thing I have in mind. It puts into a sentence that even a child can understand the gist of an economic discussion which, at the time, filled columns and pages of highbrow publications.

It is not merely concise; it is pictorial. And it is not merely pictorial; it relates the phenomena of price trends to the simplest and

Anybody Can Write An Advertisement



Such is the opinion of the inexperienced. But to write advertising that sells merchandise calls for rare ability.

Old advertisers know that, and they are the ones who place the greatest value upon ability. It is the novice who assigns advertisement writing to someone who has energy, a gift of words, but no experience.

Of course advertising counsel, like lawyers and doctors must get experience somewhere. But is it wise to pay for experience to be gained when experience already gained is available?

Here we have men who have sold foods, automobiles, farm equipment, household appliances, toilet articles, etc. They know merchandising and their advertising record includes many national successes. Perhaps their experience is exactly what you need. A conference involves no obligation.

"What is Advertising" a series of which the above is one has been published under this title. The entire series will be sent upon request.

C. C. WINNINGHAM

Advertising and Merchandising

10 PETERBORO WEST

DETROIT

30, 1925

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—the act of going upstairs and
coming down again.

In short, it brings economics "under the dominion of the natural

process of things."

About a year ago I ran across a heading which expressed in ten words the intense community interest which exists in most towns and cities. It read:

The axis of the earth sticks out through each town.

A few weeks ago I saw the same idea expressed in slightly different words:

Every town is the top of the world to its own inhabitants.

In both cases the metaphor crystallizes an attitude of mind usually associated with the somewhat sleepy, bigoted, narrow-minded type of small-town citizen. And yet, by talking in cosmic terms, the disposition to crow about one's home town is given a relation to the broadest possible aspect of life. It is brought into harmony with the same tendency

on the part of citizens of every town under the sun.

Not long ago there appeared an advertisement about a proprietary medicine made from an unusual formula and sold since 1857, but with little success until recent advertising began to increase its sales. The copy was headed:

This germ of success was buried sixty-five years deep.

About the same time an advertisement of a card system manufacturer was headed:

The \$100,000 worth of business we found hiding in our card files.

The word "buried" in the first advertisement and the word "hiding" in the second help greatly to vivify the headings in which they appear. In both cases a technical business story is related to the broader, more romantic, more dramatic sweep of the whole of life. Business processes described in these human terms appear to possess impulses and propensities like our own.

In this case, as in the others

made by GRAMMES



"A DISTINCTIVE Grammes two-tone metallic Vari-Tint label is most suggestive of quality." That's the conviction that came to "Peter Bain" of

leather goods fame.
—and hundreds
of others.

Two-Tone Metallic Vari-Tint Labels



1875 - Our Fiftieth Year - 1925

CoFO HAMMEN & SONS

New York Office 3412 Woolworth Bldg. 371 Union St. Allentown, Pa.

Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelin

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advertising A agency ten years old, handling thirty-two accounts—located in Utica to serve New York State manufacturers.

MOSER & COTINS

Advertising

New York Utica



American Association of Advertising Agencies

Did You Receive Yours?

Recently we mailed out to several thousand advertisers and advertising agencies, copies of the 1925

BOSTON GLOBE DATA BOOK

It should be in your files—look it over before planning your next Boston campaign

It contains—some useful facts about the 152 cities and towns comprising the Boston Trading Area.

—some interesting and readable information concerning the Globe both as a newspaper and as an advertising medium.

—the detailed distribution, by cities and towns, of the circulation of the Daily and Sunday Globe.

If you did not get one, send in your name and business address and a copy will be mailed you.

THE BOSTON GLOBE

The Leader in Boston for 31 Years*

*Every year since 1893 the Globe has carried a larger total volume of advertising than any other Boston newspaper.

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30, 1925

quoted, the metaphor accomplishes an inversion of what Mr. Murry postulates. Non-human processes are enriched in being thus assimilated to human processes.

And this is the task for which industry must hire poets.

The poet outside of industry relates man to the universe and discovers a harmony between mind and matter.

The poet within industry has an inverted task. His job is to relate the dead matter of his product to the living instincts of his pros-

pect's mind.

Hewitt Estate Disposes of Rubber Interests

The controlling interest in the Hewitt Rubber Corporation, Buffalo, which was held by the estate of the late H. H. Hewitt, has been taken over by J. H. Kelly and F. V. Springer, officials in executive charge of the company since

J. H. Kelly, vice-president of the company since 1917, has been elected president. F. V. Springer, in charge of sales since 1917, becomes first vice-president and general manager of sales. E. K. Twombly, manager of tire sales, has been advanced to assistant general sales manager.

In addition to Hewitt tires which are ationally advertised, the company manufactures mechanical rubber goods, varisus kind of hose, conveyor and transmission belting, packings, floor matting, and bumpers. Its export business is conducted in twenty-four countries.

Quarterly Report of Postum Cereal Sales Shows Gain

The Postum Cereal Company, Inc., New York, for the quarter ended March 31, 1925, reports net sales of \$6,096,647 compared with \$5,263,535 for the same quarter in 1924. This is an increase of \$806,112. Net profits are piven as \$1,166,528 for the quarter siter Federal taxes and expenses, compared with \$944,223 in 1924. This is a sain of \$222,305.

Tiffin "Tribune" Appoints Thomas F. Clark

The Tiffin, Ohio, Tribune, has appointed the Thomas F. Clark Company, Inc., publishers' representative, as its lational advertising representative.

Wholesale Grocers to Meet

The National Wholesale Grocers' association will hold its convention at West Baden, Ind., from June 9 to 11. The organization will make its head-garters at the West Baden Springs flotel.

Good Copy

must be simply built to influence the greatest number

HAWLEY
ADVERTISING
COMPANY
INC.

95 MADISON AVE. NEW YORK CITY

"A Man Who-"

The much abused cry in the late lamented Convention in New York. Going from the ridiculous to the sublime, — politics to advertising,— a man who will notice the three features introduced during the month of April in the columns of the New York Telegram-Mail must admit that newspaper's progressiveness.

Luther Burbank began editing his first daily newspaper articles, "In the Garden with Burbank," for Telegram-Mail readers.

The most complete statistical financial review published in New York, showing book values of stocks and other data not included in current weekly summaries, appeared in the Telegram-Mail during the Saturdays of April, and is to be continued every Saturday.

III

The first caricature ever broadcast by radio, an Abril Lamarque radio-cature, was drawn by thousands of Telegram-Mail readers at home on a graph published in the Telegram-Mail, as directed by the announcer at Station WOR.

Alert, abreast of the times, looking ahead. Progressive.

The New York Telegram and Evening Mail

Publication Office: 73 Dey Street

Eastern Representative
DAN A. CARROLL
110 East 42nd St., New York City
Western Representative
J. E. LUTZ
Tower Building, Chicago, Ill.

Government Publications of Interest to Advertisers

Washington Burn of Printers' in THE Department of Commerce has just issued the first number of its Monthly News Bulletion the work of the Division of Simplified Practice. The publication undoubtedly will be of special interest to advertisers, since the writer was recently assured the division has planned to bring the division has planned to bring the subject of advertising, in its relation to the simplification of manufactured products, at future industrial conferences.

As an editorial note announces the Monthly News Bulletin is in tended to keep the industrial and commercial world informed of th progress of simplified practice both as to projects already in el fect and those which are goin through the procedure which ha been found by the division to be most valuable. It will also discus the progress of industries which are developing the initial steps of simplification. Readers of Print INK may secure copies of the Bulletin regularly, and at no cost by addressing the Division of Simplified Practice, Department of Commerce, Washington.

Manufacturers who are selling or who are planning sales campaigns, in Latin-America will fin a great deal of information of practical value in a series of bulle tins now being issued by the Latin-American Division of the Department of Commerce. The bulleting are mimeographed and are illustrated with outline maps. They discuss every important commercial centre in the various countries, show what steamship lines to take, furnish definite information as to the most economical and comfortable means of travel and state the approximate costs of canvassing any given region of Latin-America.

There are five of these bulletins, and they are so planned that the trips they advocate can be taked separately or linked up into one

WHO IS THIS FELLOW?

¶He's a WELL-TO-DO-MAN— It has been repeatedly claimed for THE ROTARIAN that its subscribers represent unusual purchasing power. Here is the proof:

¶Available income statistics indicate income of Rotarians as follows:

\$5,000 or less 27% 5,000 to \$10,000 . . . 43% 10,000 to 25,000 . . . 25% 25,000 and over 5%

¶73% have incomes above \$5,000 and only 27% below—just check these percentages against those on the average circulation list.

HE'S A FELLOW WORTH TALKING TO Book cheerfully sent on request

ROTARIAN

The Magazine of Service

Advertising Manager
Frank R. Jennings, 221 East 20th Street, CHICAGO

Eastern Representatives
Constantine & Jackson
7 W. 16th St., New York

Member Audit Bureau of Circulations

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complete trip. They give complete information as to the time required for the various countries, and discuss the subject of samples, listing those countries which admit samples free while giving complete facts regarding those which tax samples or require a bond. The bulletins are free, and should be requested by number. Central America is covered by number 163; Colombia and Venezuela, by 164; Mexico, 165; the West Indies, 166; and South America, 167. Address the Latin-American Division, of the Department of Commerce.

* *

Four Trade Information Bulletins, recently published by the Bureau of Foreign and Domestic Commerce, appear to be of special value to exporters in various "Marketing of American Meat Products in Export Trade" (T. I. B. No. 333), prepared by J. E. Wrenn, of the bureau, in co-operation with members of the export meat trade, is the fourteenth of a series on world trade in agricultural products in which the Department of Commerce is publishing the results of studies on international trade in farm products, as authorized by the Sixtyseventh Congress. The bulletin is a treatise on this subject and much of its data will be helpful in the export merchandising of other food products by manufacturers and distributors.

"Caribbean Markets for American Goods" is a general title for a series of bulletins, of which the first, "Central America" (T. I. B. No. 329) has just been published. An introductory note states that the Caribbean region, comprising the West Indies, Central America, Venezuela, and the Caribbean section of Colombia, is as much a distinctive trade area for the American manufacturer as Canada or Australia. The bulletin presents a analysis of Central America as a purchaser of American goods, and suggests a salesman's route through that country giving all important details. also gives the most effective methods of advertising in Central America with information as to

the preparation of copy and the shipping of advertising material. "Cotton-Goods Market in the

"Cotton-Goods Market in the Netherlands East Indies" (T. I. B. No. 327), by Edwin B. George deals comprehensively with all of the factors involved in the textile trade of its market. The introduction emphasizes the importance of the trade, and states, "Located near the Equator, these islands have a population of approximately 50,000,000, and they import cotton clothes to the value of between \$40,000,000 and \$50,000,000 annually. The United States shares but slightly in this trade, notwithstanding that many of our products are or could readily be made suitable. The one principal difficulty has been the developing of suitable agencies for distribution, but with careful study and application this problem can doubtless be overcome." The bulletin then outlines several solutions to the problem, through a discussion of market conditions, demands, most popular fabrics, competition and other merchandising factors.

"British West Africa" (T. I. B. 331), by Thomas R. Wilson, of the European Division of the Bureau of Foreign and Domestic Commerce, describes in detail the religions, educational advantages, products, imports, customs, market possibilities and buying habits of the British possessions in tropical West Africa These are Gambia, Sierra Leone, Gold Coast and Nigeria. The bulletin calls attention to the fact that the eyes of the world have been turned in recent years to British West Africa as a source of cacao, other agricultural products, and many minerals, including gold, bauxite and manganese. It also states that the commercial importance of West Africa has increased tremendously with the additional and highly-improved transportation facilities of recent years, and that it is to the interest of American exporters to become acquainted with this field.

These, as well as all other Trade Information Bulletins published by the Department of Commerce, are now sold at 10 cents each, instead of being circulated free as for30, 1925 and the aterial. in the (T. I George, all of textile troducance of Located islands imately cotton 00 anshares otwithprode made al diffioing of ibution, applicatless be en out-

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Charles Daniel Frey

Advertising

A GENERAL AGENCY
30 North Michigan Avenue
Chicago

CREATORS OF NATIONAL ADVERTISING SINCE 191

It is the plan back of the dollar, rather than the dollar spent in advertising, that does the work

Arnold Joerns Company

Arnold Joerns Building-CHICAGO-26 East Huron Street

merly. They may be obtained from the Superintendent of Documents. Government Printing Office, Washington, or from any of the district offices of the Bureau of Foreign and Domestic Commerce throughout the country.

Miscellaneous Circular No. 35, which is a comprehensive list of publications on the subject of marketing agricultural products, has been recently issued by the Agricultural Department. This circular lists and describes important Government and other publications on methods of marketing agricultural products as well as those which discuss the principles on which successful methods of merchandising should be based. It is of special value to anyone with food or farm products to sell, and to research investigators in any form of marketing. Copies of this cir-cular, entitled "Bibliography of the Marketing of Agricultural Products" (M. C. No. 35) are free, and requests should be sent to the Department of Agriculture.

About three years ago, the Chamber of Commerce of the United States published a report, "Merchandise Turnover and Stock Control," which attracted a great deal of attention as a pertinent and valuable discussion of practical methods. It was soon fol-lowed by another report, "A Com-mercial Tower of Babel," which graphically pictured the necessity of simplification in several lines. Recently, the demand for these publications necessitated new editions, and they are again available. "Merchandise Turnover

Stock Control" contains many facts and much information of value to advertising and sales managers who are co-operating closely with retail customers, "A Commercial Tower of Babel" discusses the subject of simplification mainly from the viewpoint of the retailer, but not without consideration for the interests of the advertiser, manufacturer and distributor. It also contains a great deal of material which will aid in sellmg the retailer.

"Chain Stores," by Paul H.

Street

Nystrom, a recent report published by the Chamber, scribes the inherent advantages of both chain and independent retail stores. After tracing the growth and history of the chain-store development, the report discusses the features of competition, costs of doing business as contrasted with those of independent stores, and many other elements on which any retail store depends for success. booklet presents material which will be of value to manufacturers who are either selling to, or meeting the competition of, chain stores.

'Planning Your Business Ahead' is another report which will prove of interest and a help to manufacturers who are closely co-operating with their retail trade. And for those manufacturers who are requested by retailers to send along advertising plans, "Suggestions for Co-operative Efforts by Merchants" may be of considerable assistance in promoting group advertising.

The Chamber of Commerce of the United States, Washington, D. C., will send a copy of any or all of these reports free on the request of advertisers.

A small four-leaf pamphlet un-der the rather ominous title, "Information Governing Distribution of Government Publications and Price Lists by the Office of Superintendent of Documents, Washington, D. C." will prove helpful to anyone interested in any part of the large volume of information on almost every conceivable subject published by the various Government organizations. No catalogue is issued, the pamphlet states, showing under one cover all Government publications, as it would be too voluminous for practical use. But the pamphlet explains how to secure all catalogues of public documents, and lists and describes 46 separate price lists under specific subjects. The pamphlet is a brief effective guide to Government information; it is free, and copies may be had from the Superintendent of Public Documents, Government Printing Office.

Ap

Join Charles C. Green Agency

Stuart R. M. Thomson and Russell K. Carter have joined the Philadelphia office of the Charles C. Green Advertising Agency, Inc. Mr. Thomson was formerly with the W. Atlee Burpee Company, Philadelphia, and at one time was with N. W. Ayer & Son. Mr. Carter was recently with the George F. Ingram Company, Inc., Philadelphia advertising agency.

advertising agency.
Robert Jones, vice-president, who has been located in the New York office of the Charles C. Green agency, is now permanently located in the Philadelphia office, which is under his supervision.

J. W. O'Meara with Electrograph Company

J. W. O'Meara, has resigned as a director of The Premier Company, Cleveland, to become Eastern sales manager of The Electrograph Company, Detroit, direct-mail advertising. He was formerly with The B. F. Goodrich Rubber Company, Akron, and was at one time with The Caxton Company, Cleveland.

Architect Appoints Charles M. Sloan

Frank D. Chase, Inc., industrial architect, Chicago, has placed its advertising account with Charles M. Sloan, Chicago advertising agent.

New Accounts for Duluth

Agency

The Minnesota-Atlantic Transit Conpany and the McDougall Terminal Warehouse Company, both of Duluth, have placed their advertising accounts with the Mattocks-McDonald Company, beluth advertising agency. Newspapera, trade papers and direct mail are being used for both accounts.

Panhandle Press Elections

J. G. Greaves, Portales, N. Mex., was elected president; Homer Steen, Floy dada, Tex., vice-president, and C. W. Warwick, was re-elected sccretary-treasurer of the Panhandle Press Association at its recent meeting at Am-

John J. Daly with Doremus Agency

John J. Daly has joined Doremus a Company, New York advertising agency as production manager. He was at one time with Frank Seaman, Inc., and late was with the Bush Advertising Agency.

Made Western Representative of "International Studio"

International Studio, New York, has appointed F. E. M. Cole, Inc., publishers' representative, Chicago, as its Western advertising representative.



93 WORTH STREET, NEW YORK

9r. 30, 1925 Duluth

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Doremus & ing agency was at one and later ag Agency.

York, has Inc., pub-

go, as its ative.

Good Neighbors

Young Mis' Jenkins

Young Mis' Jenny Jenkins is a smiling little soul;
Drops in every morning with a bucket or a bowl;
Comes to borrow lard or flour, or buttermilk, or tea;
She can use 'most anything—and gets it all from me!
Can't quite lose my patience, when she drops down to rest
With one baby at her knee, another at her breast,
She looks so young and helpless. And though sometimes I say,
I wish those shiftless Jenkinses would move three miles away,
I'd kind o' miss Mis' Jenny; when all is said and done
I never heard her say a word of harm of anyone.
And when she says, so wistful-like, "I don't know what I'd do
If I didn't have a neighbor that was good to me—like you,"
My little hardness melts, and I just pat her hand, and say,
"I'm glad we're neighbors, Jenny," and I mean it just that way.

—Southern Agriculturist, April 1, 1925.



And it is because there are more than 450,000 farmers' families from Virginia to Louisiana who are "Good Neighbors" and who find helpfulness and entertainment—yes, and a bit of sentiment—in

Southern Agriculturist

that it has become the "Giant of the South," and "First in the Farm Homes."

They look upon its advertising pages as something helpful, in much the same excellent way as its editorial contents.

And that makes your advertising pay.

B. KIRK RANKIN, Publisher NASHVILLE, TENN.

JAMES M. RIDDLE CO.
Advertising Representative
CHICAGO NEW YORK DETROIT KANSAS CITY
SAN FRANCISCO

Dominant for 16 years in Florida's Agricultural Field

He GROWER

A state paper of unusual merit. Reaching well-to-do fruit growers and prosperous truck farmers.

Representation

Wallace C. Richardson, Inc.
New York
John D. Ross
Chicago
George M. Kohn
Atlanta

THE FLORIDA GROWER
Tampa, Florida

THE LORD OF TELEPHONE MANOR is a book now being mailed to national advertisers by The Literary Digest. (The format was originated by us & the book printed in our plant.

We will be glad to send a copy of this unique book to business executives as an example of the Selective Advertising which we write, design and print.



CURRIER & HARFORD Ltd

Selective Advertising

27 East 31 New York Cal 6076

How Does Advertising Benefit the Final Consumer?

(Continued from page 8) good sentence to consider. Waterman also pointed out that his \$2.50 pen is today a better pen than it was thirty or forty years ago and is sold in every civilized country on the globe at the same price it was then. Everyone knows that rubber and other raw materials have greatly increased in price and that the cost of labor has gone up. Yet here is a man who states and is willing to prove that the \$2.50 pen is a better pen now than it was then, and still sells at the same price. The letter quoted below comes from an experienced user of advertising, the head of a company which is today spending approximately \$250,-000 a year to make its product known to the public. Here is what he says:

"In your issue of January 15, 1925, you published an article in which the statement was made that consumers, in purchasing advertised goods, do not pay for advertising."

"I agree fully that the increased sale of an article reduces the cost

of an article up to a certain point.

"I do not agree, however, that the purchaser of the article gets the benefit except in a very limited number of instances, the Ford Motor Car being the outstanding case. I maintain that the consumer almost always pays more for advertised goods.

for advertised goods.
"It is well worth the extra cost, as purchasers can buy a trademarked article with more confidence than an unidentified one, at the manufacturer, in order to protect his trade-mark, is bound to keep up quality of the product.

"Getting right down to the truth of the matter, I believe (and my experience justifies my belief), that the greater the sale, the greater is the insistence of the manufacturer to make the purchaser pay the price.

"There are instances where the purchaser buys the goods for less

Needed!

Equipment and Merchandise For the Rapidly Expanding CHAIN STORE FIELD

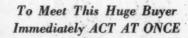
THE Chain Store Executives of the country, who do the buying for 115,000 stores, want to know what you can offer them.

They are 100% progressive, always seeking new lines and more efficient equipment.

They are excellent people to do business with, being known for unusually high credit ratings.

They are big quantity buyers. Their field has been—and is—expanding with astounding rapidity.

(90,000 new chain stores were opened in the last 10 years; 15,000 in 1924 alone.) Don't let your competitors beat you to these rich sales opportunities.



Beginning with June, The Chain Store Executives will have their own magazine—CHAIN STORE AGE—which they will consult constantly for information on equipment and merchandise. The first issue of the only Chain Store publication will attract nation-wide attention. Here is your opportunity to be among the very first to reach every leading chain store executive. As the June issue closes May 20th, we urge you to

Ask a Chain Store Age Man To call on you now



CHAIN STORE AGE

93 Worth Street

New York City

Phone: Franklin 1798

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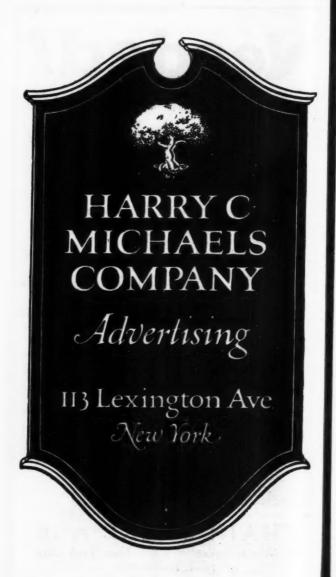
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on account of their being well advertised, the price being cut for whatever advantage it is to the dealer as an indication that goods sold by them are at 'lowest in the city prices.'

"The manufacturer of advertised, trade-marked goods insists upon his margin of profit and the stronger he gets through the demand created by his advertising, he more he exacts his full profit, and the stronger the demand the more he insists on it and the better

he is able to do so.

"'Truth in advertising' is the slogan of the Associated Advertising Clubs, and as far as they reason it out to the consumers of trade-marked lines, and so far as they go in the argument it listens well, but as to the purchasing of advertised articles, and not paying for the advertising, it is not really so.

"Why can't the advertising clubs and advertising mediums start in themselves by practicing truth about the consumer paying for the

advertising?

"There is no need to do otherwise—they have simply started out with what sounds plausible, and have lost sight of the real claim that advertised, trade-marked goods have.

"The truth about paying for advertising is that it pays for a guarantee of quality the purchaser can depend upon, and is worth all that is paid for it by the

purchaser.

"Advertising results in a distribution of a good article which makes it possible for the purchaser to get it everywhere—Campbell's Soup is only one in-

stance.

"If a larger sale and distribution of an article is accomplished through advertising, which, as has been argued, gives the consumer the article at a lower price or at a price so low as if no money had been spent on advertising, why is it that the Campbell Soup Company, which sells perhaps as much soup as or more than all the other makes of similar goods combined (such as Heinz and Van Camp), do not sell to the consumer at a lower price than either of the



for our label catalogue a label reference book for your files.

abel

man Co.

The Fact is-

You are selling—
The church is buying—
It will pay you to get together!

The Church Buys-

Building Material, Furnishings and Equipment for

Gymnasiums Banquet Borial Centers Kitch

That is a field werthy of your consideration—for the Church does buy. Whether it buys from you reets upon its knowledge of you. The Church knows EXPOBITOR advertisers.

The EXPOSITOR

The Minister's Trade Journal for 26 Years

Romember this fact—The Church spends the money of its members—not the money of the minister only.

The EXPOSITOR

F. M. BARTON COMPANY 701-716 Caxton Bidg. Cleveland, Ohio

37 S. Wabash

New York 17 W. 42nd St.

Apr.

other two reputable houses named?
"Is it not because they take the
extra profit for themselves on ac-

count of their large sale and distribution? They certainly do not give it to the consumer or they would make the price of their article to the consumer, less than either Heinz or Van Camp.

"Although I do not believe in

"Although I do not believe in anonymous communications, I am excusing myself for not signing this letter on the ground that my statements may serve and in no way hurt anyone.

"If I thought it would do an injury I would refrain from writ-

ing this letter.

"Anything that has proved its case so absolutely as the advertising of goods of merit should not be camouflaged, but a straightforward, honest explanation for it should be given and then the advertising of trade-marked articles will rest upon a better and more permanent foundation."

Just at this point I stopped long enough to go out and make an investigation. This advertiser says that if a larger sale and distribution of an article is accomplished through advertising, which as he has been arguing, gives the consumer a lower price—then why is it that the Campbell Soup Company does not sell to the consumer at a lower price than either of the other two reputable houses?

The answer is that the Campbell Soup Company does sell soup in my neighborhood at least, at a lower price than Heinz. I went out to several different stores and discovered the fact a few minutes ago. For example, at the Atlantic & Pacific Tea Company's store, Campbell's soup sells for ten cents a can, and I was told by the clerk there that if I would wait a day I could buy them at three for a quarter. They did not carry Heinz soup or Van Camp's at this store. I went then to a large delicatessen store a few blocks up the street. At this store Campbell's sells for eleven cents a can, and they have it in great variety. They have three kinds of soup made by Mr. Heinz of Pittsburghcream of green pea, cream of celery and cream of tomato. These

sold at eighteen cents to twentythree, or seven cents to twelve a can more than Campbell's soup. It is true that the Heinz can was marked one pound net weight and Campbell's is only ten and onehalf ounces but even at that Campbell's was cheaper by the ounce. They had no soup made by Van Camp.

In order to buy an unadvertised soup which presumably would give me all the benefits of no advertising in the form of a reduced price, I went on a hunt for some At the Atlantic & Pacific Tea Company they sold Campbell's, Richardson & Robbins, Franco-American and Gorton's clam chowder. The last named brand was not so well known to me as the rest. It, however, sold for twelve cents (two cents more than Campbell's. Since I could not ask for a brand of soup I had never heard about, I asked the clerk whether he didn't have any unadvertised soups in stock. He said that Gorton's did not advertise their soup much, but did advertise their Codfish. That could not count, then, as an unadvertised brand because I was familiar with the name. However, I couldn't find Jones' or Smith's or anybody's unadvertised soups anywhere at a cheap price or at any price at all.

In my neighborhood in my short market investigation it seemed to me that Van Camp had little distribution on soup.

I went into another grocery store, part of the United Chain of grocery stores, and inquired there. In addition to those named above, they carried the College Inn advertised brand at found it impossible to buy an unadvertised brand of soup at a cheap price or at any price.

ONLY ADVERTISED BRANDS

I went across the street to a high price grocery store and asked whether they didn't have some sort of a canned soup not Campbell's, not Franco-American—not any advertised brand. The clerk hunted for some time but finally fold me he did not. He doesn't carry Van

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That the Capital in Des Moines thoroughly covers its market, has an economical advertising rate, and extends efficient merchandising service is attested by the fact that many advertisers such as Lever Bros., Libby, McNeill & Libby, Cudahy Packing Co., California Prune & Apricot Growers Assn., Standard Oil Company of New Jersey, etc., use the Capital exclusively in their appeal to the Des Moines market.

That the Capital carries more department store advertising than any other Des Moines paper accentuates this fact.

Manufacturers interested in the Moines market are invited to inquire regarding the merchandising cooperation extended by the Capital to national advertisers.

The Des Moines Capital

LAFAYETTE YOUNG, SR., Publisher

O'MARA & ORMSBEE Special Representatives

San Francisco

New York City

Chicago

Detroit

Camp's or Heinz soups any longer. "They make only three kinds of soup," he said, "and the public around here don't seem to take to the Heinz soup very much, so we cut it out some time ago. If you want a real chicken soup, buy Richardson & Robbins. They can a great deal of boneless chicken down there in Delaware so they have a great deal of real chicken stock left over. You won't find any veal, or anything else in this chicken soup, but real chicken." So enthused was this particular clerk about the advertised soup made down in Delaware that I paid fourteen cents for a can of Richardson & Robbins.

ENTITLED TO A PROFIT

I presume that the makers of Campbell's soup make a big profit. In my opinion they are entitled to it, and again I refer the writer of the last letter to Owen D. Young's statement previously quoted. The Campbell company has rendered a public service and, therefore, is entitled to a good profit. The company has delivered its soups to

housewives in every part of the country at a price less than a woman could make the soup for herself. The field is wide open to competition. Everyone is entitled, if he wishes, to come in and sell soup at eight, seven, six cents if he can, and the profit is there for him as well as it is for the Campbell company.

Another point in this connection. The head clerk at the Atlantic & Pacific Tea Company and myself started to figure out how much time a woman would have to spend who wanted to get a supply of household food products and household utensils which were not advertised. We decided that she would probably walk about eleven miles to secure her quota of unadvertised products. Perhaps the untrade-marked unadvertised brands would be at the same price or lower than the advertised brand. We agreed, the store clerk and myself, that the miles she walked and the time she spent was worth something to the woman, even supposing the price to be a little lower. And we doubted whether



Walter W. Hoops, President David C. Thomas, Vice-President

THIS is our seventeenth year of consistent development under one management. Few agencies can say that. But it's not only our years of experience that we offer you—it's our developed ability to think straight, to plan clearly, to execute smoothly.

9 EAST HURON STREET SUPERIOR 3500

HOOPS
ADVERTISING COMPANY

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21,000,000 Acres

Growing in Wheat on the Plains of Western Canada

TEVER in recent years have the prairies of Western Canada received such a large crop of spring wheat-never has it gone in the ground earlier or under more favorable auspices.

Spring conditions in Western Canada are so buoyant that the Winnipeg Free Press on April 25th issued a Special Supplement on the This supplement and the regular subject. crop bulletins which the Free Press will issue every twenty days from now on until the 1925 harvest are of importance to every advertiser and business house interested in Western Canada.

Your request will bring you these reports as they are issued. If you want them, please ask for them.

MANITOBA FREE PRESS COMPANY, LTD.

Publishers of

WINNIPEG FREE PRESS Western Canada's Leading Daily Newspaper

FREE PRESS PRAIRIE FARMER

Western Canada's Leading Rural Publication

> Represented in U. S. A. by HENRY DE CLERQUE, INC. Chicago

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Ambitious Space Buyer

P-TO-MINUTE knowledge of magazines and newspapers plus an experience and character that command respect of high-class representatives. Position pays whatever salary is commensurate with qualifications. keen buyer, well educated and refined, who appreciates congeniality of surroundings and a chance to do as interesting work as there is in the field today, should at least investigate this rare opportunity.

Please give complete educational, religious, business and salary history; also a telephone address if in New York City.

Address "N.," Box 25, Printers' Ink.

If—

any Independent advortising man can put us in touch with an occasional printing job or an account, we will be glad to pay him a regular commission. High grade direct-by-mail booklet and catalogue work only, wanted. Gur plant with complete facilities and service department is conveniently located near Penn Station. Address "8.," Box 23, care of Printers' Ink.

CO-OPERATION FOR A PUBLICATION

Trade paper or successful small magazine owner who is desirous of making more profit and greater success, will find it worth while to answer this advertisement. My printing establishment is available and aid can be give

To Lumber Manufacturers, Woodworking Plants and Building Material and Building Material Dealers use the American Lumberman

A. B. C. Est. 1873 CHICAGO

the price would be so low, in the majority of cases.

One of the best ways, it seems to me to approach the whole question brought up by the two letters is for the man to go out himself and buy non-advertised, unbranded food products and other merchandise and use them for a couple of months. My best pal and severest critic has just told me that if I had been able to come back with an unadvertised, unknown canned soup she would have thrown it in the ash can "Do you think I would feed the children a soup that nobody ever heard about," she asked me?

I was thus totally unable to find those manufacturers of nonadvertised, non-trade-marked goods who do not insist upon their margin of profit being high—the ones who are presumably so strong with the retailers. One of the things I forgot to mention was that two of the stores I intended to visit had gone out of business. They used to be little, old dusty stores where I felt quite sure non-advertised merchandise might be discovered for sale. Can it be that the public didn't want the unadvertised prod-Can it be, I wonder, that merchants push these advertised goods upon which there is so little margin of profit because it saves the clerk's time? I refuse to make any claims for advertising, but I will merely set down a few words of advice written recently by a very successful Chicago re-tailer which has a bearing on the policy of the cruel manufacturer who advertises.

"Advertised merchandise offers less sales resistance and consumers are accepting and demanding nationally-advertised goods in increasing numbers. Feature items they know and want, rather than something you wish to sell because of a longer 'Margin.' Your increased turnover on the advertised goods will offset the margins on the unadvertised brands. Furthermore, less sales effort will be expended."

The writer of the last letter quoted above makes the statement that only in a very limited number of instances does the purchaser get

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the benefit of the reduced cost due to the increased sale of an article. He mentions the Ford Motor Car Company as one outstanding case. I know of many others. I do not think this is true in a very limited number of instances. know of cases ranging all the way from shoes to radio supplies where the Ford method is the rule. There are scores of manufacturers, who like Jackson Johnson in the shoe industry, believe that a period of lower prices and greater volume is coming, who pay high wages to their productive workmen and pass the saving due to decrease in overhead from increased sales to the consumer.

The yard of Castile soap our grandmothers bought and cut into cakes, has been almost entirely displaced by brands of nationally advertised toilet soaps to be found on the nearest drug store shelves at a lower price, since the firms making them started to advertise

on a large scale.

The Ford case is duplicated in certain brands of shoes, soap, radio supplies and scores of other products. Take the Crosley Radio Corporation as an example. Crosley, then in another line of business, bought as a consumer a radio set at a price which he thought too high. He found he was able to make one cheaper. Later he went into the radio busi-First he produced a porcelain socket. He realized that if he was to get volume quickly he should put his price where his advertising and sales efforts pro-So he started to duced volume, sell the socket at a lower price than it cost to produce it. He set a quota in advance at which the selling price would yield him a But every sale to start meant a loss to him. It was not a loss due to carelessness in manufacture but a planned loss. knew that if he could ever get up his volume to a certain mark he would be making a small profit at the same price figure which at the start entailed a loss to him. low price helped him overcome sales resistance, due to the high prices in the field. His volume increased and the price turned to a

"All Women Are Alike!"

(as disillusioned mankind often declares)

The Foolish Virgins, having unwisely slumbered, turned to their more discreet sisters for assistance.

That they were deaf to entreaty is beside the point.

We aim to prove that many a woman, temporarily nonplussed, begs the light of another woman's ideas to find her path.

A charitably inclined student of the woman-mind, I have talked to her in the college classroom, through the pages of cook-books, over the radio, in syndicate articles and women's magazines, in business and at home.

Advertisers, knowing that my advice is based upon the logical reactions of women, draw upon my service for copy, tests, surveys, research work, campaigns and contests, booklets, lectures, radio talks, for the woman consumer. They share my opinion that an expert feminine touch in advertising to women is much to be desired.

Elizabeth Hallam Bohn

Consultant 71 West 23rd Street, New York City



EFFECTIVE

Camera Illustrations, made under the direction of men who appreciate advertising values, arouse interest and carry a conviction of truth

RAU STUDIOS, INC. ADVERTISING :: PHOTOGRAPHY 238-44 So. Camac St., Phila., Pa.



This Advertising & Sales Promotion Executive

with a well-known national advertiser, is available May 1, due to financial conditions.

He has a wealth of constructive experience, writing LIVE copy, designing DISTINCTIVE layouts, specifying STRIKING printing and engraving, originating REAL sales promotion letters.

Only a position in New York, Philadelphia or vicinity can be accepted by this twenty-six year old college graduate.

Write or wire "L". Box 167 P. I.

If You and I

could get together, we'd both be happy. You may need a Sales and Advertising Director. I want the job. Let's meet.

- 1. American, Christian.
- 2. Age 37.
- 3. Health excellent.
- 4. Sixteen years' general sales and advertising experience.
- 5. Seven as sales and advertising executive.
- 6. Can handle men.
- 7. Proven leader and business builder.
- 8. Thoroughly familiar with markets and merchandising in many lines.
- 9. Keen analyst of sales problems. What is yours?
- 10. Will go anywhere.

Address "G," Box 168, P. I.

good profit. His course is open to any consumer who thinks the cost is too high on soup or tooth paste, men's collars or candy. The profit is there, the field open.

The Crosley method in radio. the Jackson Johnson method in shoes, the big advertisers' methods in soap, molasses, in box raisins, the Jello system in dessert-these systems based upon a fair, low price to the consumer and big volume to make a profit, are open to manufacturers or reformers in every field. And they are by no It is the means exceptions. writer's firm opinion that it is only the manufacturer who advertises and thus builds known demand in advance, who can afford continually to reduce his prices to his consumer and employ labor on a stable basis. Whether or not prices are reduced to consumers and steady employment guaranteed to the workers as is done at the Procter & Gamble plant in Cincinnati, depends entirely upon the type of management running the organization. As we have often pointed out in PRINTERS' INK. advertising by itself is not a cureall for lower prices. It does enable the manufacturer to lower his prices when his production grows in volume due to his advertising and sales methods. It does enable him to sell goods at a loss at the start until he reaches a certain quota at which his low prices will be profitable, as Mr. Crosley did in the radio business.

It is freely admitted that the writer's reply to the foregoing two letters are by no means com-plete. There will always be much new evidence upon this subject. That is why they are going to discuss it at the Houston convention this year. That is also why we are opening the pages of PRINTERS' INK to a free and full discussion of a subject that is always new.

Will Leave Keystone Steel &

H. G. Moore, vice-president and general manager of the Keystone Steel & Wire Company, Peoria, III., has resigned from that organization, effective June 30. He has been with the company for ten years.

The Century Publications

THE CENTURY ST. NICHOLAS
THE AMERICAN GOLFER

Announce the Appointment

of

WHEELER & NORTHRUP

1370 Wrigley Building, Chicago, Ill. as Western Representatives

and

FRANK H. BURNS

1035 Little Building, Boston, Mass. as New England Representative



THE CENTURY CO.

353 Fourth Avenue, New York

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PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. Romer. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, Gove Compton, Manager. Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager. St. Louis Office: Syndicate Trust Building, A. D. McKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. Mocenssin, Manager. Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street. Strand, W. C. 2, C. P. RUSSELL, Manager.

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D. M. Hubbard
Russell H. Barker

Washington: James True London: Thomas Russell

New YORK, APRIL 30, 1925

"The biggest sin-

Competition? gle step in ad-Forget It vance that took was when we got our men to break away from their habit of referring to competitors and their products in talking to customers." The vice-president charge of sales of a Wisconsin advertiser who has built his sales force in the last two or three years made that statement to PRINTERS' INK recently. "We discovered that dealers were making it difficult for our men," he explained, "by encouraging them to talk about competitors. Our salesmen were using their time and energy, not to push our line,

but to point out the shortcomings

of other manufacturers.

were not knocking. They were simply wasting valuable time.

"The situation got so bad that it needed some drastic remedy. I ordered our men to snap out of this rut and be quick about it. And I don't recall that I said, Please. Nowadays our men know that if they talk about competitors' goods or policies they will be disciplined, provided we learn of it. They have cut it out, and they find that they can sell more by forgetting what their competitors are doing or at least appearing to forget it."

Equipped to produce more than markets can consume, as some industries admittedly are equipped, the competition for orders is acute. The sensible point of view takes the position that it will tend to become more rather than less acute. In either event, the manufacturer who trains his men to sell on the merits of their products, rather than on the demerits of some competing manufacturers. is certainly maneuvering himself into the strongest position. The business which drives ahead most successfully is the business which relies not on the errors and weaknesses of the other fellow, but on its own strength and aggressiveness. The other fellow's errors and weaknesses help, to be sure, but in a negative way.

The musical instruments firm of Ludwig & Ludwig has a slogan which should commend itself to many sales executives. "Sell the Line-Let Competition Fall Where It May." The idea back of that is worth thinking about. Most salesmen have many jobs to perform. But their chief job is to sell merchandise-their own merchandise. When a product possesses advantages, why let buyer's attention or interest wander even for a moment to some competing product? allow the sales talk to acknowledge, tacitly or otherwise, that any real competition exists? salesman who dominates the interview and gets the order is nearly always the man who does not let himself be put on the defensive. For a salesman to put himself on the defensive by bringough it is prod

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ing competitors into his sales talk ought to be recognized for what it is—the absolute negation of productive selling.

More Jobber One of the comparatively few jobbers who advertises consis-

Needed vertises consistently, calls his competitors "the silent men of industry." The name fits only too well and it is not a good thing for the jobbers. With committees working under the most important auspices to secure more facts about distribution and to broadcast the results of their findings to the public, it is high time that the jobber in many lines of industry started to tell retailers who he is and how he serves.

In the past, it has been manufacturers who have taken up the eudgels in behalf of the jobber, while the latter has contented himself with passing resolutions about which neither the retailer nor the general public give a hang. With a few outstanding exceptions the jobber has let someone else spend money to tell why he is not a "barnacle on the ship of business" and all the other disagreeable things of which he is accused.

Here is a piece of copy on the jobber's place in the jewelry field written and paid for by a jewelry manufacturer which has an application for other industries as well:

Impartial, acientific study of any subject will reveal surprising facts.

Our experience with the jobber has proved to us that he helps to keep prices

Yet he makes a profit and that profit is in the price of the goods the retailer buys from him.

But his profit absorbs only a small part of the saving in manufacturing and selling cost that his service makes possible. The jobber sells goods made by manulacturers. His cost of doing business is divided between these manufacturers. The jobber creates a large total volume

The jobber creates a large total volume of business that leads to economy in manufacture and lower production cost per unit.
These two savines keep prices at a

per unit.

These two savings keep prices at a lower level than could possibly be maintained otherwise. The retailer buys better goods at prices within reach of a larger number of the consumers in his locality. His year-by-year increase in basiness depends more upon having goods that can be bought by a larger number of people than it does upon the growth of the community.

On this score alone, the jobber's service justifies his existence and his profits.

Manufacturers in other lines have from time to time spent their own money advertising to justify the existence of jobbers to their retail customers or final consumers. This is really a ridiculous state of affairs when we consider the large number of jobbers who do render a real service and who have interesting service facts to present and money of their own to spend to accomplish so important an object. Recent happenings in certain industries should convince jobbers' associations and powerful individual jobbers that it is time for them to go to the bat on their own account. It may be possible for a statesman to capitalize reticence, but when a great and powerful body of important men in the business world leaves it to others to tell why they deserve to continue in existence, one is reminded of the ostrich who asked his big friend the elephant to fight for him while he continued to bury his head in the desert sand.

The "Phone for Food" campaign, which was recently launched by the sales promotion committee of the National Wholesale Grocers' Association, is attracting no end of attention.

For several years, wholesale grocers have realized that they must do something to help their customers to combat the waning importance of the independent grocer. Nothing until two years ago, however, when the promotion committee was organized. Since its incephase committee has been working steadily on the problem and after much investigation and experimentation has hit on the telephone idea. The telephone plan is much more than a promising theory. It has been actually demonstrated that telephone selling relieves some of the grocer's most serious problems.

The number of grocers in the United States has jumped from 2,400 in 1850 to about 400,000 in-

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dependent grocers at the present time. In 1850 there was one grocer to every 182 families and in 1922 there was a grocer for every 51 families. The investigation, therefore, disclosed that that there are too many grocers. The cost of conducting a grocery business is too high simply because the small grocer's volume is too small in proportion to his expenses.

Most expenses are fixed and can be reduced only by increasing the volume of sales. Rent can be cut down somewhat by selecting less desirable locations. Salaries can be reduced a little. Telephone selling makes both these re-

ductions possible.

Tests which have been made and charted show that grocers do most of their counter business between 10:30 and 11:30 in the morning and between 4:00 and 6:00 in the afternoon. The week's heavy business is done on Friday and Saturday. Telephone selling pretty well evens up the peaks and valleys in both the days and weeks.

That is one phase of the "Phone for Food" campaign. A more important phase, however, is that telephone selling in many instances, increases the grocer's volume. In the investigation referred to it was found that the average sale per customer in a cash-and-carry store was 81 cents. In service stores, where the customer came in to do her buying in person, the average was \$1.62. But when orders were placed over the phone the average sale was \$1.90. Of course, this same result will not be obtained by all grocers. Much depends upon the type of people served, the sort of competition that exists, the ability of the clerk who takes care of the telephone orders, and so on.

In the tests made, the selling costs on a single sale for the various types of services were found to be: cash and carry, 5.30 per cent; credit and carry, 3.72 per cent; counter delivery, 2.57 per cent; telephone delivery, .84 per cent.

Other figures of a similar nature were unearthed in the investigation. Because of the value of the facts disclosed, the association is conducting an extended campaign to put across the "phone for food" plan. Stickers, posters, window cut-outs, newspaper electros and other advertising material are being used in promoting the idea.

There is no question that this scheme is soundly based. Chain competition caused independent retailers in some lines to go too far in eliminating service. A good percentage of consumers still want service. If an independent grocer can build up his sales to a profitable volume by catering to people who want service, he is foolish not to do it.

There is a lot of The talk about busi-Business ness being bad. Situation But after all business is good, as measured by almost any standard. It is bad in a few lines, but only when compared with such peak years as Many companies seem to forget that business will not come so easy as it did then. They refuse to see that more strenuous selling is needed now.

This view of the situation is confirmed by Colonel Leonard Ayres, the noted economist, in the April 15 bulletin of the Cleveland Trust Company. He says that "since the beginning of 1925 general business has been going forward at levels that are above average." He points out that the average duration of the thirteen prosperity periods which we have had in this country since 1879 was twenty-five months. The present period has been running for only about three months. It is, therefore, unlikely that it will terminate for at least another year.

Harold Whitehead to Join Brewer & Company

Harold Whitehead will become associated with Brewer & Company, Inc., Worcester. Mass., chemicals, in June, as assistant to the president. He has been on the faculty of the College of Business Administration of Boston University ever since its founding ten years ago. Professor Whitehead is now head of the department of sales relations and will continue his teaching duties until the end of the term.

WHAT IS A PICTURE?

BERTRAND L. CHAPMAN

THE structure of the work of I art bas been much discussed of recent years. The old masters always "beld the mirror up to nature". "The flower in the crannied wall" enfolds the mystery of the universe. But many moderns avoid "copying nature". They seek reality through impressionism. ¶Line is the artist's "whole bag of tricks". Into it be puts bis eloquence. All else is "filling in - reliefs, shadows, colors". Form in art is "style in literature". ¶ A picture may be a solo or a symphony - there is no message it will not convey.

APICTURE is born of the union of imitation and imagination. Its purpose is to please.

Its creator "must have entered

Its creator "must have entered into his subject". It "enters into us

through our pores".

"We live in retrospect and in prospect. A picture draws us by a curiosity for new experiences. It holds us by the tie of familiarity, and helps us to awareness of ourselves" Without art our souls would die.

There is an artist, the Cubist, who "is engaged in a struggle for the pure idea in a world obsessed with material values. He breaks with literal representation, with depicting objects as they exist before his eyes. 'There are dullards whose thoughts are still of matters that were finished and done with years and years before', he says. 'But art must not stand still'. He simplifies his pictures more and more, watching for the lines, the planes and the colors which produce the effect. He replaces the complexities of outline and surface in human beings and in landscape with the force and clearness of the simple geometrical figures". He believes that "all forms in nature may be reduced to the cone, cylinder and sphere".

The Anti-cubist tells us that the Futurist movement has exhausted itself. "Pure" art, an absolute art of form and color, is impossible, he says. The works of the masters, poets and painters alike, have always been concrete, illustrative, story-telling.

Homer "said something greatly worth saying, with largeness, power and beauty". So the picture must do more than "provide a kind of music for the eye". Like "the primrose and the daffodil", it must give us thoughts that "lie too deep for tears".

Those interested in the outstanding cultural and aesthetic questions of the day are invited to follow this subject through to its conclusion in current issues of

THE FORUM

Guide, Philosopher and Friend of the Thinking Minority EDITED BY HENRY GODDARD LEACH Park-Lexington Building, New York

, 1925

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Number 140 of a series showing effective coverage of national advertisers



The advertising of The Borden Company is handled by H. K. McCann Company.

The Borden Company executives who are readers of Printers' Ink and Printers' Ink Monthly

NAME	TITLE	WEEKLY	MONTHLY
W. P. MARSH	Secretary	No	Yes
C. S. PARSONS	Sales Director	Yes	No
A. H. DEUTE	General Sales Manager	Yes	Yes
STUART PEABODY	Advertising Manager	44	44
R. V. BELLMORE .		44	"
F. A. PARSONS	Manager (Chicago)	66	**
WILL A. FOSTER	(Chicago)	44	No
HOWARD J. MOUNTREY	Western Sales Manager	66	Yes
H. D. DECKER	Dist. Sales Manager (Atlanta) "	44
W. H. DUNN	Sales Manager (Montreal)	44	44

Apr. 3

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, 1925

Advertising agents comments:—

Would Willingly Pay \$52 a Year for Printers' Ink

ARNOLD JOERNS COMPANY

I am frank to admit that if PRINTERS' I am frank to admit that if PRINTERS' lag isn't brought to my desk each Sturday morning I start something. Then I skim through it as soon as possible, frequently while eating my lanch Saturday noon. I particularly sarch the small news items for intereting information regarding the activities of the men I know. At this preliminary skimming I mark the articles that interest me sufficiently for careful rading. Then PRINTERS' INK goes been with me Saturday evening and is that interest me sufficiently for careful rading. Then Paintras' Ink goes bone with me Saturday evening and is rad during the ensuing week as I and time to read it. Articles that I feel would particularly interest one of my clients or friends are dipped and mailed. Articles containing facts that I believe may interest me at alter date are climed and filed by my

a later date are clipped and filed by my

We have two other subscriptions to We have two other subscriptions to PRINTERS' INK that are routed around or agency and all of our men are ad-nised to read this publication syste-matically. We endeavor to have one copy retained permanently in our library.

PRINTERS' INK is actually so essential to me that I would willingly pay \$52 a year for it, if I had to, rather than go without; and that is no exaggeration.

ARNOLD JOERNS COMPANY,

ARNOLD JOERNS, President.

Sent to All Departments and Then Filed

P. F. O'KEEFE ADVERTISING AGENCY, INC.

Our office copy goes first to our Checking Department, and is thoroughly reviewed. Each article which appears to be of special interest to any of our departments or which might prove valu-Pages on which these articles or items appear are noted on the outside front over of the issue, and it is then routed to all departments before going to our permament file.

Of course there are some in our orwhom we believe very thoroughly go wer each issue.

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P. F. O'KEEFE ADVERTISING AGENCY,

Often Discussed in Organization Meetings

LAMPORT-MACDONALD CO.

PRINTERS' INK we regard as our newspaper. Every man in our organization reads it weekly for advertising news, and for articles pertaining directly to the advertising business

PRINTERS' INK MONTHLY we regard as a magazine dealing with problems affecting both advertising and selling. We regard the Monthly as occupying quite a different field than the Weekly, and get real help from the articles that

are appearing therein.

The Weekly and the Monthly-that is, articles appearing in them—are often taken up and discussed in our organization meetings. And often articles are marked and notations made thereon and passed around among the various members of our organization.

LAMPORT-MACDONALD CO. W. K. LAMPORT, President.

Serve a Very Definite Need in the Advertising Field

THE EUGENE MCGUCKIN COMPANY

A number of our executives read RINTERS' INK and PRINTERS' INK PRINTERS' MONTRLY regularly, and, of course, are very much interested in them. Both publications serve a very definite need in the advertising field and it would be difficult to conceive of any individual or organization in the advertising business getting along without such publi-

THE EUGENE McGUCKIN COMPANY, N. W. GEARE, Vice-President.

Helps Solve Problems

THE MOSS-CHASE CO.

We keep a classified index of all PRINTERS' PRINTERS INK ATLICES MIN WITH WE ARE faced by a problem, we ask our librarian to locate similar PRINTERS' INK material, put a slip in the bound volume or volumes and bring to the account or copy man. -THE MOSS-CHASE CO.

More agency advertising appeared in the first three months of 1925 than in any corresponding period in the history of PRINTERS' INK

Advertising Club News

Florida Holds "Get Convention" Rally

"Know Florida As We Know It" was the keynote of a State rally which re-cently was held in Orlando for the purpose of adopting suggestions and making plans for bringing the 1926 conven-

pose of adopting suggestions and making plans for bringing the 1926 convention of the Associated Advertising Clubs of the World to St. Petersburg. The rally was attended by more than 100 representatives from advertising clubs throughout the State of Florida.

Approval was given to the plan to send Jefferson Thomas, president of The Thomas Advertising Service, Jacksonville, to Houston as an advance ambassador from Florida. He will arrive in Houston one week in advance of the Florida delegation to prepare for its arrival and to welcome incoming delegations from other States.

Fruit growers of the State have arranged to send a carload of Florida coranges for distribution in Houston. Copies of "Orange Juice," published by the Orlando and Orlando County Advertising Club, also will be distributed among the delegates at Houston. A number of other details were passed upon at the rally to insure unity among all the Florida delegates in their drive to have St. Petersburg selected as the vest convention city. to have St. Petersburg selected as the next convention city.

Joliet Advertising Club Elections

Raymond E. Schultz has been elected resident of the Joliet, Ill., Advertising Club, succeeding Charles W. Scheetz. Mr. Schultz is assistant to the president, Gerlach-Barlow Com-

pany.
Other officers elected are: VicePresident, William C. Telfer, and secretary, George L. Comerford. Frank
J. Carnaghi. Horace E. Baldwin,
Eugene E. O'Hern, L. H. Sandiford,
and Charles W. Scheetz were elected directors.

New York Bureau Starts Publication of "Accuracy"

The Merchandise Section of the Better Business Bureau of New York has started publication of a monthly bulletin to assist in its work of promoting truthful representation of mer-chandise offered for sale to the public. The bulletin is called "Accuracy" and the first number is an April issue. It will aim to build integrity in advertising and selling and to increase public confidence in business. .

Heads Pine Bluff Club

J. A. McLeod, advertising manager of the Pine Bluff Lumber Company, Pine Bluff, Ark., has been elected president of the Pine Bluff Advertising Club.

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"There are three classes of people," the Rev. Lawrence B. Walker, Saco, Me., told a luncheon meeting of the Boston Advertising Club recently: "Those who want no advertising because they have no religion to advertise; the aristocratic who do not want their church filled with the rabble but desire plenty of room and quiet, and the third, which believes in advertising.

"The church that advertises in an interesting, original and truthful manner will draw crowds," he declared, "be-cause people will go somewhere and al-ways go to the most interesting church." Mr. Walker advised the use of slogans

Mr. Walker advised the use of slogans and catchy phrases, and the use of an emblem or sketch which will come to be known as the trade-mark of a particular church. He also advocated short programs and the preparation and advertising of sermons six weeks in advance. . . .

Direct-Mail Association Governors Meet

The Boston Advertising Club, the Typothetae, the Mail Advertising Ser-vice Association, and other Boston or ganizations, were hosts to the board of governors of the Direct-Mail Adveror governors of the Direct-Mail Advertising Association at a luncheon held on April 21 at the Copley Plaza Hotel. The board of governors met to discuss plans with the Boston committee for the convention of the Direct-Mail Advertising Association which is to be held at Mechanic Hall, Boston, on October 28, 29 and 30.

G. B. Clarke in Charge of "Galveston Day"

Garnett B. Clarke, president of the Advertising Club of Galveston, has been appointed managing secretary for "Gal-veston Day," which is to be held on Wednesday, May 13, during the annual convention of the Associated Advertising Clubs of the World.

The convention delegates will be taken to Galveston by automobiles on this occasion. It is planned to have an escort of forty airplanes from Ellington Field. A short business session will be followed by entertainment on the beach.

New York Club Arranges Golf Tournaments

The Advertising Club Golf Association of New York, which was organized last year and which is open to members of the New York Advertising Club, has arranged three tournaments for this season, to be played at the following clubs: Quaker Ridge Club, Westchester County, on June 2; Pomonok Club, near Flushing, Long Island, on July 14, and White Beeches Club, Haworth, N. J., on Sentember 22. September 22.

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Chicago Council Discusses Window Displays

"Making Buyers Out of Passers-by"
was the theme of a talk given by
Joseph M. Kraus, advertising manager of
A. Stein & Company, Chicago, before
the Advertising Council of the Chicago
Association of Commerce at a meeting
which was held
on April 16. The

window display departmental of the organization, which Mr. Kraus is chairman, took over the program for the day.

Mr. Kraus told
how his company





for other merchandise as the use of some much higher-priced articles. He cited cases of single

priced articles. He cited cases of single stores which had sold as high as 5,000 pairs of Paris garters in one day when attractive window displays had been used. Arthur Freeman, president of the Einson-Freeman Company, New York, also addressed the meeting. He told of the results which may be obtained from an effective use of window display.

St. Louis Club Honors Mayor Kiel

Mayor Kiel
Under the auspices of the St. Louis
Advertising club, a testimonial dinner
was tendered its member Henry W.
Kiel, in honor of his retirement from
the office of Mayor of St. Louis after
three four-year terms of service.
Nearly a thousand friends attended the
dinner which was held at the Hote
Chase. R. Fullerton Place acted as
toastmaster. Among the speakers were
Festus Wade, president of the Mercantile Trust Company, and Mayorelect Victor J. Miller.

Muscatine Advertising Club Elections

L. Bosten has been re-elected president of the Muscatine, Iowa, Advertising Club. He recently succeeded E. L. Fischer as head of the club when Mr. Fischer moved to Davenport. George Koenigsacker was elected vice-president. S. A. Pritchard was redected secretary and treasurer.

San Francisco Club Hears Congresswoman

At a Woman's Day luncheon held by the San Francisco Advertising Club, Mrs. Julius Kahn, California congress-woman, spoke on "The American Wo-man's Viewpoint on Advertising," and Miss Helen Menken, actress, spoke on "Women and Advertising."

British Delegates to Be Honored

The British delegates to the convention at Houston of the Associated Advertising Clubs of the World will be honored with a reception and dinner at the Advertising Club of New York on the evening of May 6. Their hosts will be delegates of the New York League of Advertising Women, the Poor Richard Club, Philadelphia, and the New York Club.

The delegates from overseas will arrive in New York on the S.S. Semeria. They will spend two days in the city, leaving for Houston on the appeals train of the New York Club. Arrangements for the dinner are being prepared by Albert J. Gibney, of the Houston Committee of the New York Club.

Rochester Bureau Re-Elects S. R. Parry

Samuel R. Parry was elected president of the Better Business Bureau of the Rochester, N. Y., Advertising Club for the third consecutive term, at a recent meeting of the newly elected board of directors. Gilbert C. McCurdy was elected vice-president and Glenn C. Morrow, secretary of the advertising club, was re-elected secretary-treasurer of the bureau.

The directors also noted to held their

The directors also voted to hold their regular meetings every two weeks in-stead of at monthly intervals so as to maintain a closer touch with cases as

they came up.
William H. Lewis, Russell G. Scheer,
Fred S. Todd and Mr. McCurdy are
newly elected members of the board.

University of Missouri Planning "Journalism Week"

The University of Missouri. Columbia, Mo., will hold its sixteenth annual "Journalism Week" from May 4 to 9. The annual banquet will be held on the evening of May 8. Many advertising men are among the speakers expected to

Fort Worth Club Re-elects F. M. Garrett

Fred M. Garrett has been re-elected president of the Fort Worth. Tex., Advertising Club. A. O. Porter was re-elected secretary. Clarence Craft was made first vice-president and Howard P. Sandridge, treasurer. The following directors were chosen: Carroll S. Moore, F. R. Hayes, Clyde L. Stewart, Peter Hamilton and Grover Cole.

National Better Business Commission to Meet

The annual meeting of the National Better Business Commission will be held at Indianapolis from September 22 to 25.

The Little Schoolmaster's Classroom

HAT it sometimes pays to be funny, even ludicrous, in advertising copy has been proved again by a recent experience of Motor Improvements, Inc., of New York. The company makes an oil purifying system for use on auto-mobiles called "The Purolator," which has been advertised considerably in national mediums. Car owners may purchase the Purolator from auto accessory dealers, and have it attached to their cars for a price ranging from \$15 for Fords up to \$50 for trucks. It is a system of microscopic filtration for purifying and clarifying the oil while the car is in operation.

The company wanted a piece of advertising literature for distribution at the automobile shows. The ordinary thing to do would have been to print a booklet-treating the subject seriously, with an element of quality or novelty in the printing to raise it above the dead level of the run of literature customarily brought out for show

distribution.

Instead, the company decided upon a radical departure. brought out what it terms a "nonsense" booklet called "The Gang-Fight in Hell's Pool," with a bright red cover and the title printed on one side in black-sixteen pages and cover, folded double, size when folded four inches square. The booklet opens to a size eight by four inches.

The booklet, with the exception of the last four pages, contains a series of jingles and funny pictures telling a story. Dirt par-ticles, bits of metal, chips of carbon and other sediment, are represented by a crowd of tiny imps-the "gang"—and "Hell's Pool" is the oil in the engine crank case.

The story starts on page one. The "gang" sights an auto and makes for it. On page two they find the engine and prepare to enter, as the jingle says, "Through 'Old Breather Pass." On succeeding pages they are shown swarming over all parts of the engine and

swimming in the oil in the crank case, finally wrecking pistons, piston rings, crank shaft and con-

necting rods.

The first part of the story ends and Part two begins. This time when the "gang" invades the engine of another car, the car makes for a "Purolator Service Station." The Purolator, represented by a knight in armor, comes out, attaches himself to the engine and the rout of the "gang" begins. The story goes on, in merry jingles, telling how the "knight" triumphs, the "gang" is slain, and the grateful pistons, rings and crank shaft crown the "knight" with a wreath of laurel. This is followed by four pages of serious exposition, prices, description and a tie-up in the form of a coupon asking for further information.

"We were a bit skeptical," said John M. Clarke, general field supervisor of the company, "as to just how the public would take this booklet. To put it mildly, they 'ate it up.'"

The booklet has since been sent to the company's dealers for consumer distribution in local territories. It is proving as effective in creating interest in the product as it did at the auto shows.

The bill, or invoice, which the consumer receives monthly, or oftener, from the stores patronizes is an advertising medium that is often overlooked by retailers and the manufacturers whose goods they handle.

One manufacturer who hasn't overlooked it is the Western Elec-This company tric Company. issues a booklet, size 81/2 by 31/2 inches, containing twelve advertisements, one for each month. A copy of this booklet is mailed to all electric light and power companies with the suggestion that one of the twelve advertisements be imprinted on the reverse side of the monthly bills sent to consumers.

This bill, the company informs

The True Significance of the A. B. C.

The advent of the Audit Bureau of Circulations in 1914 sounded the death knell of falsifications in circulation and placed the buying of "white space" on a scientific basis.

Every statement made by a publication must stand the searching investigation instituted by the Bureau. An A. B. C. auditor's report enables the advertiser to compare and select mediums with an accuracy that safeguards his expenditures.

The Audit Bureau of Circulations does not deal in generalities or superficial facts and is the unquestioned, recognized authority concerning circulation data throughout the United States and Canada.

To get 100 per cent value and eliminate waste in advertising dollars—use A. B. C. reports.

Write for a copy of "THE MEASURE OF YOUR MESSAGE"

AUDIT BUREAU OF CIRCULATIONS 202 S. STATE STREET, CHICAGO



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"YOU." SAID DEMOSTHENES

to his rival orator Aeschines, "make them say, 'How well he speaks!' I make them say, 'Let us march against Philip.'"

For over five years the copy and letters I've written—the layout and campaigns I've planned—have led their audiences against Philip, and conquered.

These abilities—and with them a broad business knowledge—I am ready to invest in a progressive organization. I'm not looking for a place at the top, but a place where I can climb. Not concerned about salary or location, as long as the opportunity is there.

Since you're interested in increased business, let me send you an outline of my record and experience. Of course, you needn't employ me—but you'll want to! Address "J.," Box 20, Care of Printers' Ink.

JOB WANTED HERE IS

A MERCHANDISER

With ten years' advertising agency experience successfully merchandising various products. He has a wide knowledge of markets, the ability to organize and a decided ability for directing the creation and operation of advertising and selling campaigns. Fully capable of marketing any product of merit.

A COPYWRITER

of Saturday Evening Post calibre, who can produce advertising material of every nature that will increase sales and distribution.

A SEASONED MAN

Creative minded, with a background of three years' art training, native American, a resident of Chicago, thirty, married, in good health and at his best in every way.

He wants to occupy a new chair. Compensation \$5000.00 a year, but as much interested in congenial association as in the size of his pay check.

There must be a number of manufacturers, advertising agencies and publishers who have long been seeking such a man. Correspondence requesting particulars would be appreciated

Address "M.," Box 22, Printers' Ink. 230 So. Clark St., Chicago, Ill. its dealers, is an unusual advertising opportunity because it goes by first class mail into the consumer's home and is sure of being read. The mailing list is always complete and always up-to-date. Bills are practically never thrown away but are always given attention. "What a wonderful opportunity," says the company, "to tell your story, sell your service, build goodwill, for good-will so often starts or stops with that bill."

Therefore, the company suggests that the back of the dealer's bills be used to carry the story of "What is back of the bill." Twelve messages were prepared, one for each month. They are based on the good-will advertisements which have appeared in national publications over the signature of the Western Electric Company. The messages and the illustrations which are part of them, are supplied to dealers without charge and any other help in preparing special copy is tendered free. The dealer may omit the name of the Western Electric Company if he wishes.

By way of suggestion to the local company the first page of the booklet is printed to resemble a bill and on the reverse side appears the first of the messages under the caption "What's back of your bill." Two small pictures of a power house are shown, one squeezed up to represent how the power house might look when the current demands of a community are low, and the other showing the power house stretched out as it might appear when operating at full capacity, or during the peak-load periods of day and night. "This is what you do to your electric light plant" says the copy.

Other messages show the consumer something of the resources in personnel and equipment which spring into active service when he pushes the ting switch on the wall of his living room; the incandescent light bulb and the enormous power house which supplies the light; the miles of electric poles and wiring, the linemen and helpers working in all kinds of weather to keep the percolator bubbling, the washer washing

The dissemination of information in the newspapers about

Chilpak

a new and delightful food product of The Deep Seas Fisheries Co. begins soon.

VAN PATTEN

NOONFORMTED

Advertising

TO EAST 42ND STREET NEW YORK



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LITHOGRAPHED LETTERHEADS For \$1.25 PER THOUSAND COMPLETE

I N lets of 25,000 on our White Para-mount Bond, 20 lb, basis. Other forms 8½,3½, 90 per thousand. En-gravings will be furnished at actual cost which will apply on first order only. Write for samples.

Lithegraphed Envelopes to Match \$1.50 PER THOUSAND

GEORGE MORRISON CO. 422-430 East 53rd St. New York Telephones PLAza 1874-1875 Established 1898, Incorporated 1905



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company 607 Caxton Building : Cleveland, Ohio

Reaches 5,000 Binderies 21 W.34 TH ST. NEW YORK-

Advertising

Phoroughly experienced publication advertising manager of proven selling ability will represent first-class publication in East, assume advertising management of publication or will join staff of high-class New York concern. Convincing references regarding character and production. Address "K," Box 21, Printers' Ink.

and the vacuum cleaner cleaning Each message is written to some such text as vast equipment, preparedness, reliable service, planning ahead, watchfulness, dependability, and the like.

The Schoolmaster sees no reason why manufacturers in other lines might not find a way to put the blank space on the back of the dealer's bills and statements to work. The space is there. It might just as well talk as preserve silence.

One business house has solved the ever new and ever old problem of how to keep salesmen on the job on Saturday. Instructions are given that certain customers are to be called upon only on that day.

'As a consequence, when our men go out, on Saturday," says the sales manager, "there is always something doing. The doubtful prospects are held over for the other days of the week. I would rather have salesmen devote their attention to sure-fire customers on this one day, than to loaf. The harder work can be kept for the other days of the week.

The Schoolmaster observes with interest that Irving A. Ryttenberg, president of the Sumter Brick Works of Sumter, S. C., is mak-ing good use of the "new word" suggestion made by Amos Brad-bury in Printers' Ink of April 16. In looking through the million available words in the dictionary and finding none that suited exactly his requirements, "Rytt" decided to adopt the Lewis Carroll method of making a new one.

That method, as Mr. Bradbury
pointed out, required that the
creator's mind "be attuned with such equal intensity to the expression of two related ideas that they fuse and issue from his mouth as one.'

And now we have the alarm



TERING and DECORATION RALPH E. DEININGER

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clock as one of the accessories of cooking. The Schoolmaster is indebted to W. S. Ashby, advertising manager of the Western Clock Company, for a copy of a new letter he prepared for Westclox's dealers to send out to their customers. The letter reads:

Dear Madam:

Your nose questions the pungent odor from nose quarters are pangers of that creeps into the living room. You dash into the kitchen, throw open the oven door, and hope for the best. You sat down just for a moment. You picked up a magazine and lost yourself

nd whatever was in the oven.

—and whatever was in the oven.
When you have baking or other work
that you can leave for forty minutes,
set your Westclox to warn you in time.
Pick up your fancy work or a book, or
lie down for a nap. Five minutes before time's up, your Westclox will call
you. That's just one way Westclox can

help you save time. There's a trick in setting your clock to ring in twenty to forty minutes. We can show you so much easier than we can tell you about it that we invite you

in to have us explain it.

If you own a Westclox we'll tell you inst as gladly as though you were buy-ing two new ones. Is one Westclox enough for your house?

In other words, why should Westclox or any other advertiser be satisfied with the niche into which buying may have forced his Doubtless it has merchandise? uses he wots not of. These surely are days when the advertiser can gain good dividends from hard thinking.

International Chamber Meets in June

The third biennial conference of the International Chamber of Commerce will be held at Brussels, Belgium, from June 21 to 27. Representatives of forty nations are expected to attend. They nations are expected to attend. They plan to discuss common problems, to consider means of facilitating trade between countries, and to further the adoption and simplification of commercial practices by which the interchange of goods between peoples is carried on. A survey of world economic conditions is now being made by an international committee of which Fred I. Kent, New York, is chairman. Other members of the committee from the United States are Owen D. Young and Henry M. Robinson. Robinson.

EVENING

The Largest Daily Circulation in the Entire West!

Sworn statement to the government shows:

Six months ending March 31, 1925

177,298

-a gain of 3,749 over the same period of last year!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bidg., 6 North Michigan Ave., Chicago, III. H. W. Moloney, 604 Times Bidg., New York A. J. Norris Hill, 710 Hearst Bidg., San Francisco, Calif.

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

Printers' Ink Publishing Co. 185 Madison Ave. New York

GIBBONS knows CANADA" J. J. Chibons Limited, Advertising Agents MONTREAL WINNE

Copy writer food copy

who also knows how to produce effective layouts, to lift the load from busy Advertising Manager. Unusual opportunity.

State age, salary and experience. Address "E," Box 166, care of Printers' Ink.

AUTOMATIC ADDRESSING

22,000 RATED RETAIL JEWELRY STORES 4,200 DEPARTMENT STORES

3,300 SPORTING GOODS STORES 2,400 PAWNBROKERS

30,000 GENERAL STORES, RATED Names gathered from actual orders and constantly rechecked with Dun's rating book. Guaranteed 99% correct. Special lists com-Guaranteed piled to order.

We can address your mail matter from our automatic plates cheaper than you can do the work in your own office. No charge for the use of our lists.

Our experienced organization and modern equipment enable us to render the most com-plete and efficient kind of mail advertising and letter service.

Let us quote you on addressing and multigraphing.

Productive Mail Service, Inc. 9 Maiden Lane New York Cortland 0144

H. H. Haynes Joins "Northwestern Banker"

Henry H. Haynes, formerly with Farm and Fireside, New York, has been appointed assistant manager of the Northwestern Banker, Des Moines, Iowa. He succeeds J. J. Wengert whe has been transferred to St. Louis as assistant manager of the Nideontinest Banker. Both magazines are published by Clifford De Pure. by Clifford De Puy.

William Wrigley Earnings for Quarter

The William Wrigley, Jr., Company, Chicago, reports net earning of \$4,442,489 for the quarter ended March 31, 1925. A net profit of \$2,400,133 is reported for the quarter, after expenses, depreciation and Federal taxes. This compares with \$2,025,563 for the same quarter in 1924 and is a gain of \$374,570.

Has Eureka Flint & Spar Account

The Eureka Flint & Spar Company, Trenton, N. J., mining, importing and puverizing, has placed its advertising account with the Broomfield-Hancox Company, Philadelphia, advertising, Business papers and direct mail will be used.

Bonney Forge Account for Brogan

The Bonney Forge & Tool Works, Allentown, Pa., maker of Bonney drop forgings, wrenches, and tools, has placed its advertising account with G. W. Brogan, Inc., Towson, Md., advertising agency.

Joseph Carter Joins Paul Ressinger

Joseph Carter, formerly with the R. R. Donnelley & Sons Company, Chicago, printers and lithographers, has joined the staff of Paul Ressinger, advertising art, also of Chicago.

With Lincoln "Star"

George W. Dill has been appointed merchandising service manager of the Lincoln, Nebr., Star.

That Bring Home the Bacon

Hundreds of clever new illustrations for houseorgans, direct-by-mail and all other advertising purposes. Cuts in all sizes for all classes of business.

FREE! Send for our Proof-Portfolio just out-it's worth writing for.

NATIONAL AD-ART SYNDICATE

185 Asylum Street

Hartford, Conn.



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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Neon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used Printers' Complete Outfitters Conner, Fendler & Co., New York City

\$7,500.00

Will buy controlling interest in \$25,000.00 Advertising Agency, Incorporated. Contracts \$4,566.25 already closed in writing. "Business," Box 423, Roanoke, Va.

FOR SALE—Direct-Mail Advertising Business (a side line that grew into a profitable venture). In a growing Michigan city of 55,000 population. First \$1500 takes business and complete equipment as well as a good bunch of accounts. Unlimited possibilities to right man. Other interests—reason for selling. Box \$975, Printers' Ink.

HELP WANTED

ADVERTISING SOLICITOR in New England—Mechanical trade paper repre-sentative with headquarters Boston; state age, nationality, salary expected, and experience in detail. Box 978, P. I.

Young man, thoroughly experienced in trade paper circulation work, wanted by new business paper in field offering un-sual opportunity. State qualifications and salary expected. Box No. 315, P. I.

Artist-to exchange roughs and ideas for desk space and telephone Excellent proposition. Tel. Longacre 3876, Mr. Buckman.

Advertising Solicitor Wanted. Successful man for successful enterprise. Aggressive, quick acting solicitor in the Philadelphia zone. Call or write Radio Publicity Booking Corporation, 1015 Chestnut Street, Philadelphia, Pa.

Pressman—First-class, in large plant lo-ated in small town in Wisconsin. Pub-lication, book and commercial work. Forty-eight hours; no labor trouble. Only first-class pressman desiring steady, per-manent job need apply. Box 991, P. I.

COPY CHIEF

of well-known Chicago Agency wants assistant. Must be exceptional copy-writer and layout man, thoroughly experi-enced in serving diversified national ac-counts. Exceptional opportunity for counts. Exceptional opportunity for right man to become copy chief soon. Box 1000, Printers' Ink, Chicago, Office.

Help Wanted-Specialist in writing copy on free lance basis. Write in detail experience, type of accounts on which you specialize, and accompany by samples of your work. State present business connection, if any. Address Box 992, P. I.

EDITOR for old established monthly trade magazine. Must have practical knowledge of the mechanical details and all angles of making a publication. A good desk man preferred to a brilliant writer. State age, nationality, experience and salary. Box 990, Printers' Ink.

Salesman-Well organized New York house wants young man, pleasing personality, with or without trade, to sell catalogue, advertising, color printing; one with estimating or advertising expe-rience preferred. Write fully, Splendid opportunity. Box 986, Printers' Ink.

Advertising Salesman—A business publication, one of the leaders in its field, wishes to connect up with an experienced and aggressive salesman in N. Y. Salary and commission basis. Want a man with and commission basis. Want a man with real personality. Prefer one with an ac-quaintance among agencies. Big future for man who can produce. Address Box 301, care of Printers' Ink.

Typographio-Layout Man—Old estab-lished New York house, doing catalogs, advertising printing and color work, re-vamping their composing room, requires expert to lay out and mark up copy for compositors. Splendid opportunity for man to help organize composing and Sales Promotion Departments. Man with pleasing personality will find con-genial work here. Box 999, Printers' Ink.

To Sell Photo-Engraving—If you have enough understanding to demonstrate promptly (with the co-operation of a firstpromptly (with the co-operation of a insti-class advertising department) that your service is worth to us in honest-to-good-ness truth not less than \$100 a week, you're it! All bla-bla, medieval dope, cheap psychological bunk, or similar men-tal equipment barred. Address Box, 304, Printers' Ink.

ARE YOU THIS MAN!

We want a man of originality, possessing we want a man of originality, possessing advertising, selling and merchandising experience. A man who can originate, creats and sell printed advertising that will not only produce for the advertiser, but will build volume in our printing sales. An excellent opportunity for a man of proven ability to connect with large, well established offset and letterpress printers near Chicago. Liberal proposition to right man. Box 976, Printers' Ink.

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WANTED

Men who can work themselves into the \$5,000 to \$15,000 a year class. "Screen News" is a monthly magazine syndicated News" is a monthly magazine syndicated to local theatres, who mail them to their patrons. Several energetic men wanted to contract with theatres and sell space to local merchants. Exceptional opportunity for real workers. Call or write Albert G. Illich, 3509 White Plains Ave., New York.

Somewhere-in Greater New York there is a young advertising man familiar with the wholesale clothing and furnishings in-dustry. The advertiser wants to communicate with such a prospect for the municate with such a prospect for the purpose of establishing a contact for so-licitation of advertising for an association weekly bulletin. An opportunity to work on commission in connection with regular routine. Write C. E. Dittmer, 175 South High Street, Columbus, Ohio.

WANTED

Two salesmen—To make personal contact calls, one a specialty man to follow up direct-mail campaign through Central direct-mail campaign through Central Pennsylvania; the other experienced, creative, printing man for Harrisburg and vicinity. The right men will have no trouble in building a big future. Address in confidence with full details and state approximate income desired. Box 985, Printers' Ink.

MISCELLANEOUS

A MONEY-MAKING **PROPOSITION**

for publishing or printing house. Best of reasons for selling. Box 994. P. I.

WANTED

Addressograph, ribbon print, F-2 Model, taking seven line address, also B frames and cabinet. Box 977, Printers' Ink.

Are You Selling By Mail?

Specialist will reorganize your plans and rewrite copy for moderate fee or re-tainer mail order department established. Strong sales letters written. Box 981, Printers' Ink. Address

Wanted-Mailing Lists-What mailing lists have you on Addressograph, Belknap lists have you on Addressograph, Belknap or other stenciling machines which you will permit the use of for addressing spe-cial campaigns? Write, giving details of lists, complete classifications and price per thousand for running off mailing pieces. Also state when list was last checked and what other use has been made of it. Address Box 993, P. I.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 11, 1925, at 12 o'clock noon. Chas. H. Thayer, Pres.

FOR SALE-List of 40,000 Ford owners located in small towns and rural sections of Ill., Wisc., Ia., Minn., Nebr. and Kans. Price \$60. C. M. Varde & Co., 175 W. Jackson Blvd., Chicago.

600,000 WELL-TO-DO FARMERS A list covering the better agricultural parts of the 10 North Central Corn States. Personally selected names—accur-Atte-complete. By states, counties and Post Offices. Also Dairy farmer list. For full details—Write on firm's letterhead at once to FARMERS MARKET BULLLETIN, 401 Grand, Des Moines, Ia.

POSITIONS WANTED

Expert make-up editor and well-known special writer wants position with magazine. Box 974, P. I.

Artist—Experienced pen-and-ink drawing women's wear fashions, desires partime position with department store or agency in New York City. Box 989, care of Printers' Ink.

A-1 LETTERING ARTIST

with knowledge of layout, design—7 years' agency and studio experience. Desires change. Address Box 302, care of Printers' Ink.

In Philadelphia-Sales Executive. 12 yrs. exp. sales promotion and road. Excel. correspn't. Knowledge advertising. Age 30, good character. Wharton School training. Mod. salary. Box 980, P. I.

Young man—nineteen years of age, a high-school graduate with a year's expe-rience—desires position with advertising agency to learn business; salary no object; best of references. Box 305, P. I.

ARTIST

(age 23) seeks steady position with agency or publishing concern. Eighten months' general art experience and freelance. \$25 to start. Box 308, Printers' Ink.

Plant Me

in your com'l. garden. Watch me grow. A virile writer. Moderate salary. Mfr. or M.O. House. Mid-West. Box 984,P.I.

SUBSCRIPTION MANAGER Thoroughly experienced all detail, correspondent, superviser. Audit Bureau Reports and machine-room. Twelve years training. Highest credentials. Box 310, P.L.

Drawings in Pen and Ink May I demonstrate my ability to depict in this subtle medium, samples submitted. H.W.S., 149 Genesee St., Auburn, N.Y.

Agency executive, now employed, seeks Eastern connection with agency, manufacturer or publisher. Forty years old, Christian, college graduate, married. Experienced in space selling and copy, layout, plan, direct-mail. If agency, now control business sufficient to more than pay reasonable salary. One time advertising director large magazine; also advertising manager large national account. Excellent references. Phone: Bronxville 2429-J, or write: Box 995, Printers' Ini.

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Business Woman—Excellent correspondent, literary tastes, unusual initiative, executive ability, desires position. Nine years' varied experience, knowledge stenography. Box 998, Printers' Ink.

COPY WRITER—SOLICITOR

with valuable newspaper experience seeks permanent connection with growing agency. Box 312, P. I., San Francisco office.

LAYOUT AND COPY MAN

Seeks connection with the smaller type agency. Five years' experience including art direction and production. Box 311, Printers' Ink.

COPY WRITER

ready for any connection where persua-sive copy is in demand. Nine years' experience. Box 997, Printers' Ink.

Mailing and Multigraph Expert Thoroughly familiar and competent to handle a Direct-Mail Department in the mailing, addressing and multigraphing quipments, desires connection. Address Box 983, Printers' Ink.

YOUNG MAN, 23 years old, desires po-sition with manufacturer or agency in advertising layouts, sales promotion or merchandising. Four years' business ex-perience, 9 months' sales promotion. Box 316. Printers' Ink.

Advertising executive—Successful experience retail, department store, women's apparel chain. Knows sales promotion for retailers and manufacturers. Writer of resultful direct-mail copy. Capable assistant to busy executive. Salary moderate plus opportunity. Box 982, P. I.

ADVERTISING MANAGER OR ASSISTANT

Young man, 29, married. Experienced in National, Chain Store and Technical ad-vertising. Capable, original, productive. Moderate salary. New York or environs preferred. Available May 1. Box 313, P. I.

WOMAN COPY WRITER

Studied advertising in New York City. Returned to home town (170,000) for year's experience writing copy in high-class de-partment store. Wants to broaden experi-ence in a New York or other large-town agency which needs a young woman with a smaller-town viewpoint. Box 306, P. I.

Can You Use Such a Man?-A man of wide experience and executive ability in the printing, lithographing and stationery business is open for connection with an established concern. Experienced in production, advertising and sales promo-tion work; knows office and sales man-agement. Thoroughly dependable. Ad-dress Box 996, care of Printers' Ink.

CREATIVE COPY

ADVERTISING IDEAS

ADVERTISING IDEAS

Young woman with ability to present the merits of a product in an intelligent, concise and sales-inviting manner. Knowledge of type and advertising routine. Employed, but seeking opportunity for further development. Box 979, P. I.

WE CONNECT THE WIRES

ADVERTISING AGENCY BUSINESS GETTER and magazine space salesman with valuable New York acquaintance, seeks new connection in metropolitan district. Four years, account execu-tive and contact man, large agency. Background—eight years, space selling, large daily, and two year, circulation, magazine pub-lisher. Refers to present em-ployer. Age 35, married adver-tising courses. No. 11261.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LOU. SPRINGFIELD, MASS.

Advertising man and sales secretary; can plan, write and execute campaigns and administrate dept. Able and successful correspondent. Experience includes technical lines and trade paper work. Excellent references. Very reasonable salary if right position. Box 988, Printers' Ink.

ASSISTANT SALES MANAGER

A man with experience selling major executives, including work in eastern, central, and southern states, wants place where good results will bring increased responsibility—3 years as branch man-ager—college graduate. Box 314, P. I.

COPYMAN ACCOUNT EXECUTIVE

Ability proven on wide variety of ac-counts. Seven years' copy experience with national advertiser and two agencies. Knows contact, merchandising, space, production, printing. Prefers New York. Address Box 987, Printers' Ink.

SECRETARY-CORRESPONDENT

Young American woman; ten years' diver-Young American woman; ten years diversified experience; secretarial, sales managerial; mail sales solicitation, follow-up; handles voluminous correspondence, independent dictation; pleasing personality; indefatigable co-worker; expert stenographer. Box 307, Printers' Ink.

ADVERTISING MANAGER

Business publication. Now covering New England and northern New Jersey for dominant paper. Have also complete experience in merchandising, research and advertising service work. Want to comadvertising service work. Want to com-bine these field and inside qualifications in service to publisher who needs them. Full history in facts and figure. Box 309, P. I.

A MULTI-MILLION-DOLLAR ORGANIZATION

manufacturing prime movers and electric motors has in its employ a man who fric motors has in its employ a man who for over five years has given them exceptional conscientious service. He has been buyer of advertising space, art work, engravings, printing and allied necessities. He now desires to make a change, but does not care to leave Chicago or vicinity. Address Box 303, Printers' Ink, Chicago Office.

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Did you ever sink a \$100 putt?

The Herald-Traveler's great slogan contest has moved up onto the home green. This week some one is going to hole out with that terse, tantalizing slogan that means \$100 in actual, spendable cash for the fortunate sloganeer.

At midnight, on next Thursday, May 7, 1925, this remarkable contest ends. Within the next few days thereafter, some one is going to receive that \$100 we are offering. Why not make that winner you? Why not have your name and your slogan appear in Printers' Ink on May 21 as the choice of the judges for the capital prize?

You know the Herald-Traveler's position in the Boston field. You know how it, exclusively, serves a great group that no other Boston paper covers. Simply compress this knowledge into a snappy, eyes-right slogan and send it along to the Boston Herald-Traveler, Boston, Mass.

P. S. If you don't live too far and write immediately, there is still time to get "Business Boston," a valuable little booklet of advertising facts that may help you win that \$100. Simply ask for it on your business stationery. We'll send it special delivery at your request—gratis.



Chicago Tribune reprints best news stories and editorials

Bellringers of 1924

A collection of the best news stories of the past year chosen because of their reportorial excellence from the thousands written by *Tribune* reporters during 1924; illustrated with news photos and pictures of the reporters represented.

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Funeral of Woodrow Wilson by James O'Donnell Bennett

Report of First Day of Trial of Leopold and Loeb for Murder by Robert Leo

Wonders of America After Seeing Europe-in vers libre by Arthur Sears Henning

Prohibition Under the Eighteenth Amendment and the Volstead Act

by Arthur Evans

Home Coming of the Coolidges
by Philip Kinsley

Mundelein's First Visit to Chicago as Cardinal

Last Game of the World's Series

Lorain, Ohio, Swept by Tornado by John Herrick

Funeral of O'Banion

Analysis of Chicago's Sanitary District

by Oscar Hewitt

A Night Spent in a West Side
"Flop"
by Oresile Ducyer

Great Finnish Runner Wins Two Olympic Races by Don Skene

U. S. Growers Reap Harvest from Increase in Grain Prices by Charles Michaels

Cops of Zion Roughhouse Dry Agent by Edward Burns

Some of the Prize Headlines of

Mailed on receipt of 13 cents

Editorials of 1924

Illuminating and forceful Tribune editorials picked from the best efforts of the Tribunes editorial staff; illustrated with cartoons by John T. McCutcheon and Carey Orr.

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Rouge et Noir

Churches in Government

The Commuter's Ticket

Our Stubendous Decade

Idealism for Us, Cash for Europe

The Tattooed Countess in lowe

There Is the Flag

Not for Civilians

Theodore Roosevelt

O, See the Pretty Goldfish

Two Funerals, Our Funeral

Make Chicago the First City in the World

Guinea Pigs, Pacifists, Christmas Trees, Quietists, Spring Lambs, Life and Angleworms

The Rule of the Nagging Wife Cartoons on Pages 2, 4, 8, 13, 21, 25, 26 and 37.

cents Mailed on receipt of 8 cents

Both books for two dimes

The Public Service Bureau

11 South Dearborn Street, Chicago